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(54) METHOD FOR CONDUCTING AND CATEGORIZING DATA

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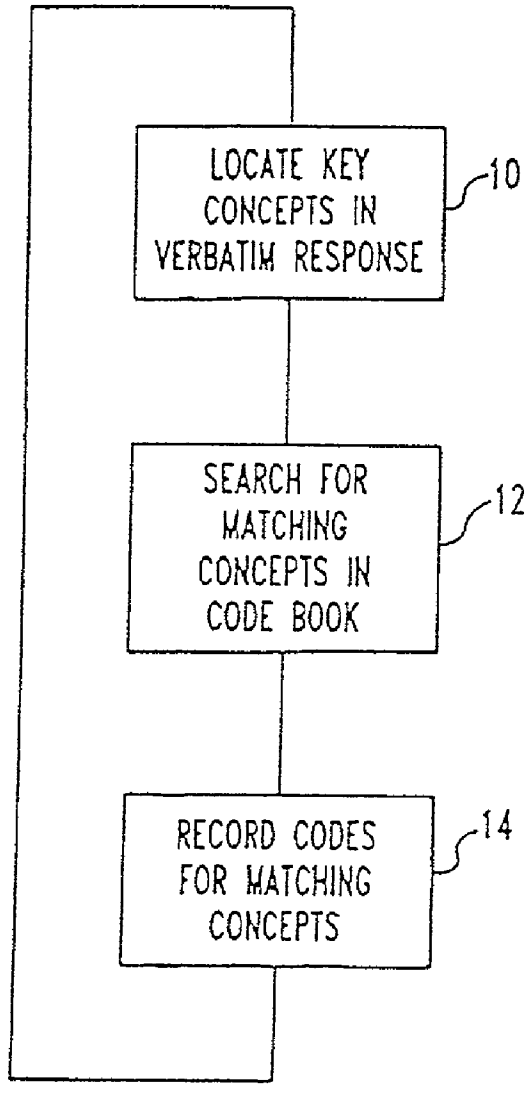
(52) **U.S. Cl.** **382/229**

(57) **ABSTRACT**

A method of analyzing a verbatim text comprising the steps of storing the verbatim text in an electronic memory device and identifying at least one concept in said verbatim text and linking said concept to a code.



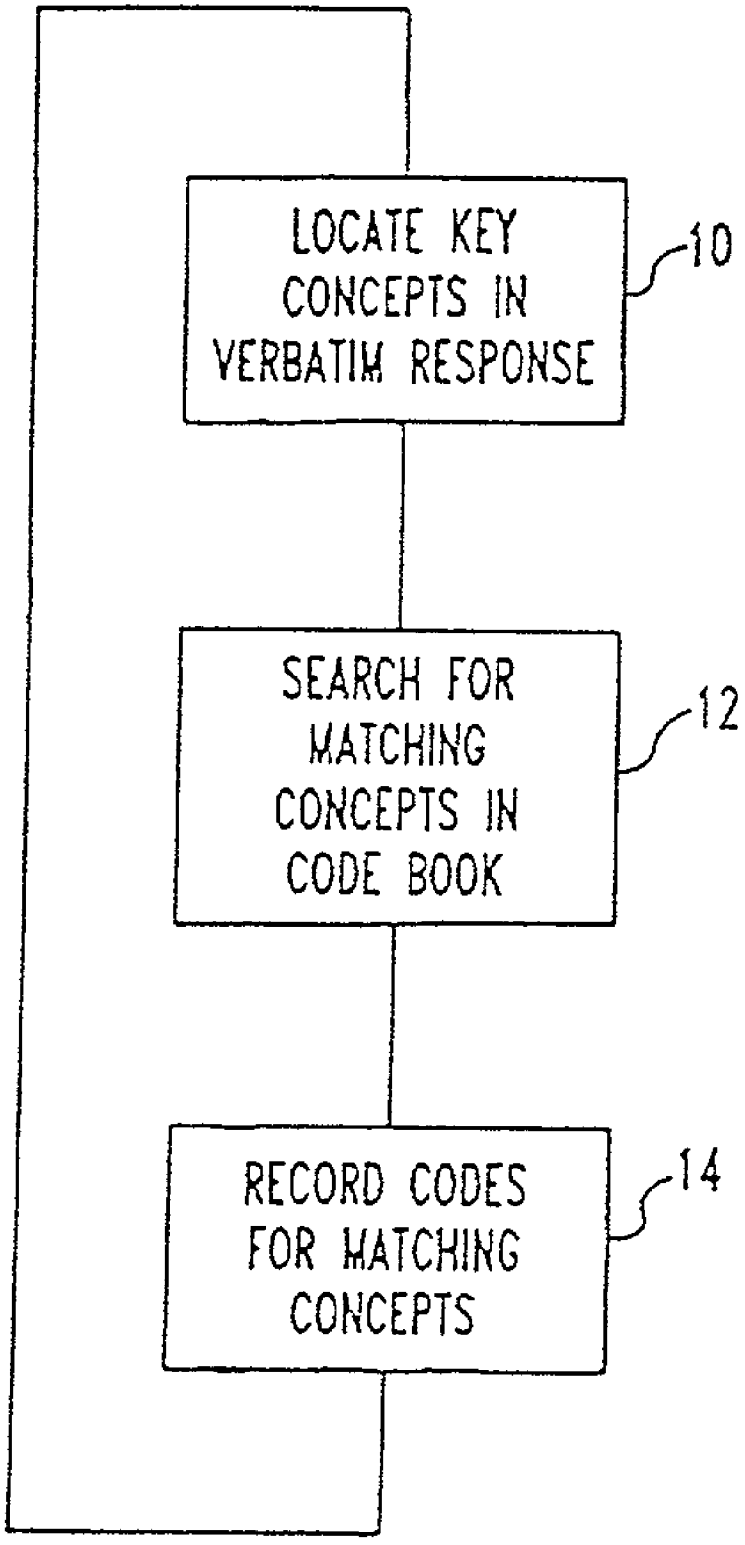

LOCATE KEY CONCEPTS IN VERBATIM RESPONSE
10
SEARCH FOR MATCHING CONCEPTS IN CODE BOOK
12
RECORD CODES FOR MATCHING CONCEPTS
14

FIG. 1

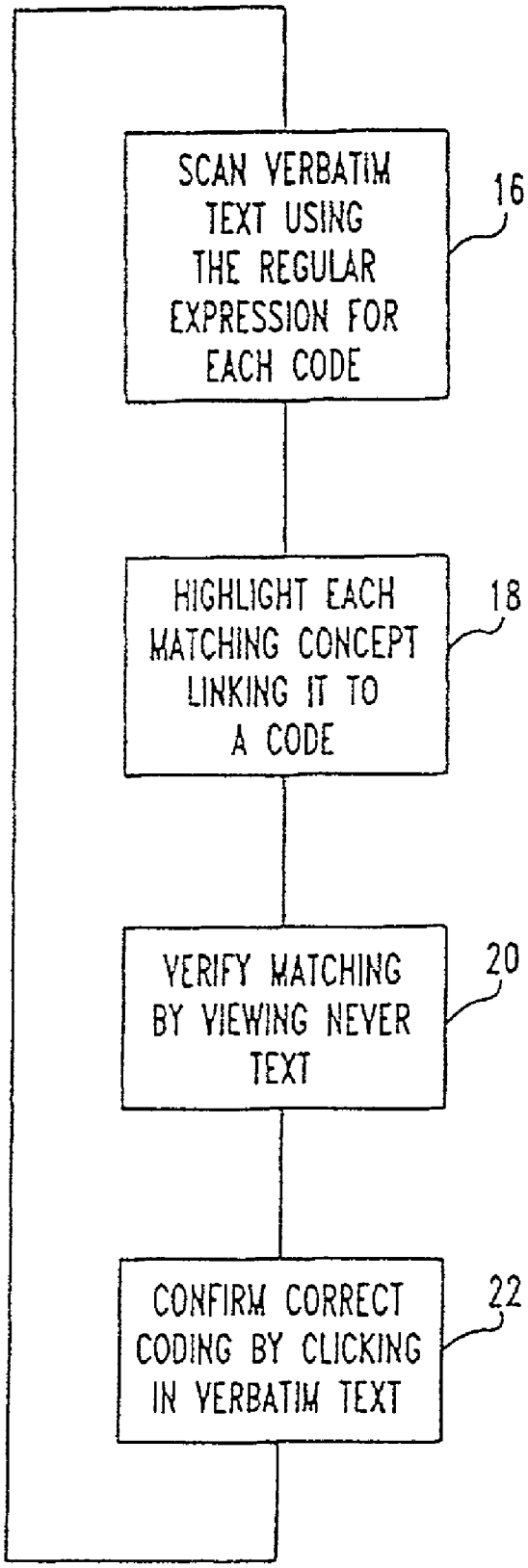

SCAN VERBATIM TEXT USING THE REGULAR EXPRESSION FOR EACH CODE
16
HIGHLIGHT EACH MATCHING CONCEPT LINKING IT TO A CODE
18
VERIFY MATCHING BY VIEWING NEVER TEXT
20
CONFIRM CORRECT CODING BY CLICKING IN VERBATIM TEXT
22

FIG.2

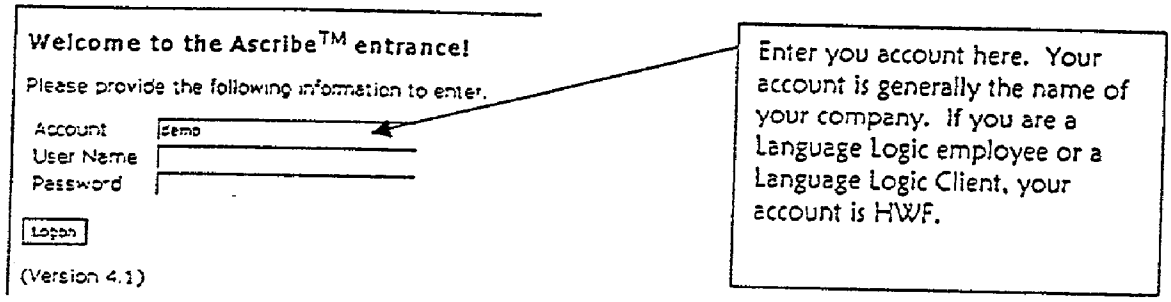

Welcome to the Ascribe™ entrance!
Please provide the following information to enter.
Account
Demo
User Name
Password
Logon
(Version 4.1)
Enter you account here. Your account is generally the name of your company. If you are a Language Logic employee or a Language Logic Client, your account is HWF.

FIG. 3

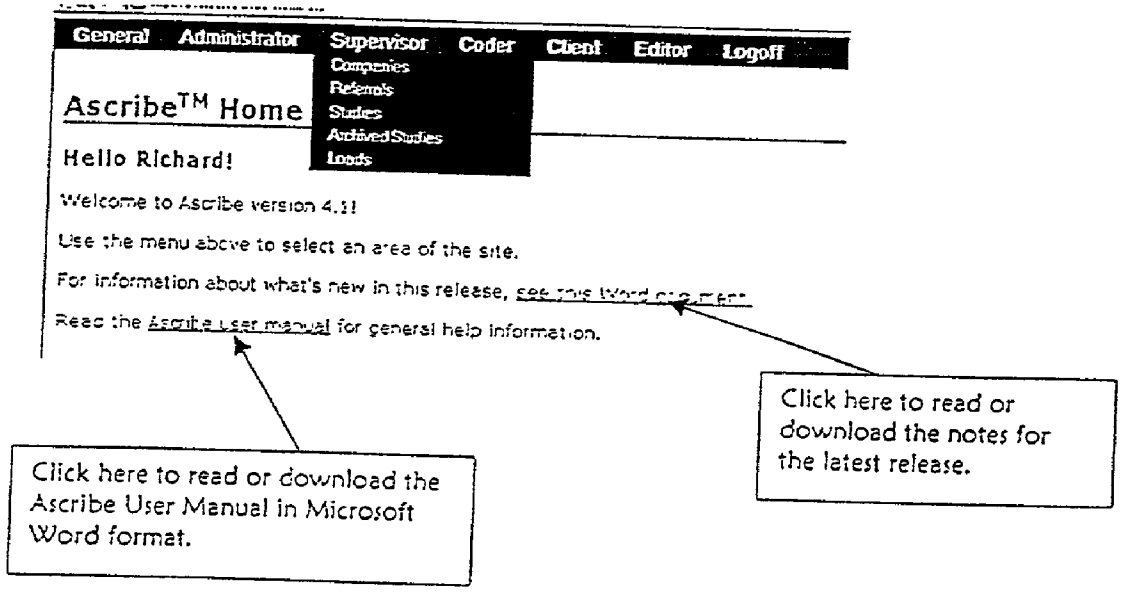

General
Administrator
Supervisor
Coder
Client
Editor
Logoff
Companies
Referrals
Studies
Archived Studies
Loads
Ascribe™ Home
Hello Richard!
Welcome to Ascribe version 4.1!
Use the menu above to select an area of the site.
For information about what's new in this release,
Read the Ascribe User manual for general help information.
Click here to read or download the Ascribe User Manual in Microsoft Word format.
Click here to read or download the notes for the latest release.

FIG. 4

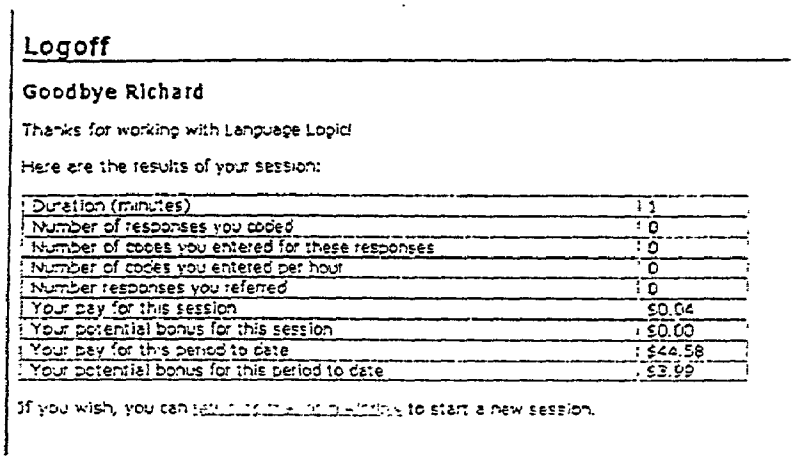

Logoff
Goodbye Richard
Thanks for working with Language Logic!
Here are the results of your session:
Duration (minutes) 1
Number of responses you coded 0
Number of codes you entered for these responses 0
Number of codes you entered per hour 0
Number responses you referred 0
Your pay for this session $0.04
Your potential bonus for this session $0.00
Your pay for this period to date $44.58
Your potential bonus for this period to date $3.99
If you wish, you can to start a new session.

FIG.5

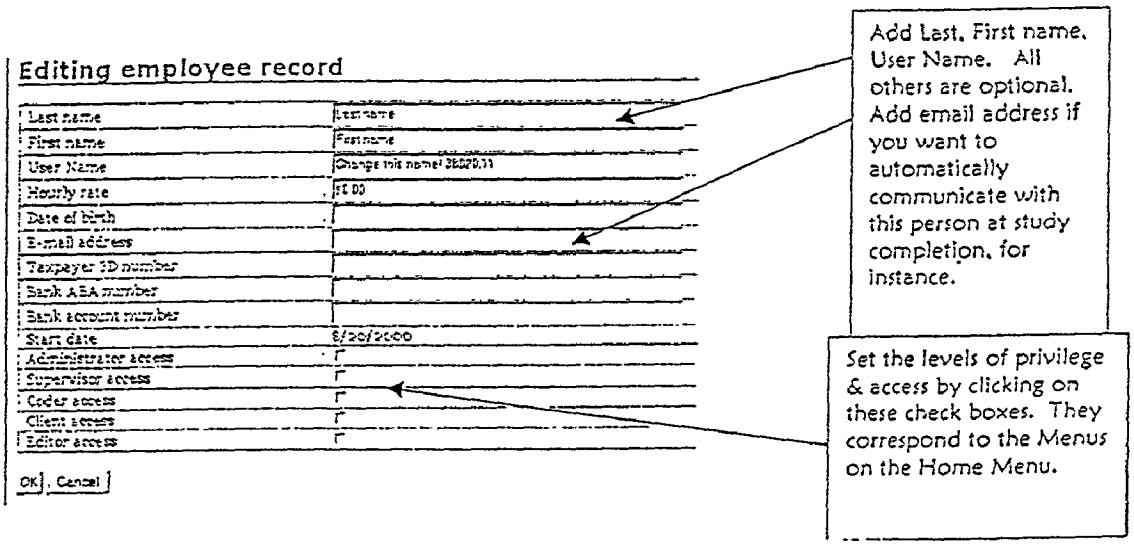

Editing employee record
Last name
First name
User Name
Hourly rate
Date of birth
E-mail address
Taxpayer ID number
Bank ABA number
Bank account number
Start date
Administrator access
Supervisor access
Coder access
Client access
Editor access
OK
Cancel
Add Last, First name, User Name. All others are optional. Add email address if you want to automatically communicate with this person at study completion, for instance.
Set the levels of privilege & access by clicking on these check boxes. They correspond to the Menus on the Home Menu.

FIG.6

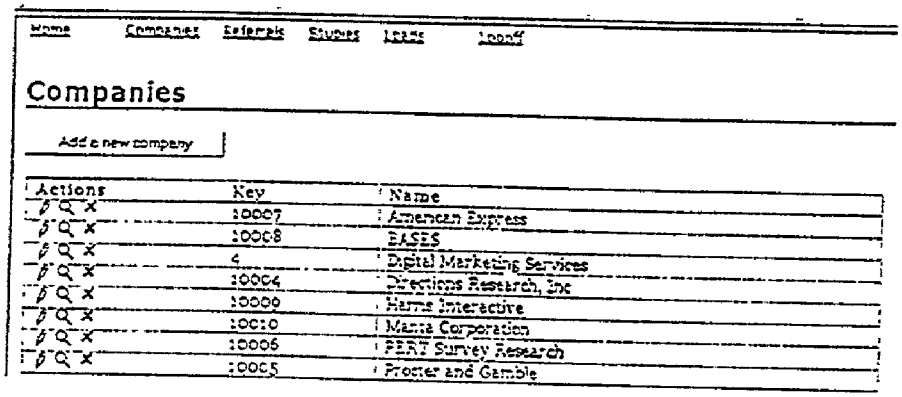

Companies
Add a new company
Actions
Key
Name
10007
American Express
10008
BASES
4
Digital Marketing Services
10004
Directions Research, Inc
10009
Harris Interactive
10010
Maritz Corporation
10006
PERT Survey Research
10005
Procter and Gamble

FIG. 7

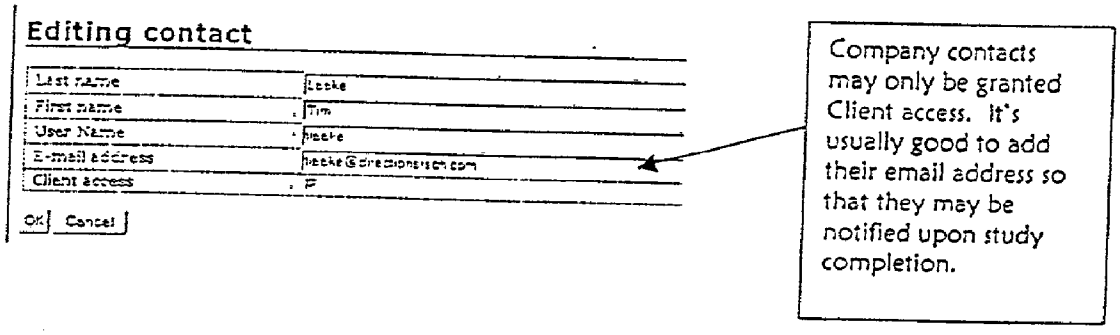

Editing contact
Last name
Leeke
First name
Tim
User Name
tleeke
E-mail address
Client access
OK
Cancel
Company contacts may only be granted Client access. It's usually good to add their email address so that they may be notified upon study completion.

FIG. 8

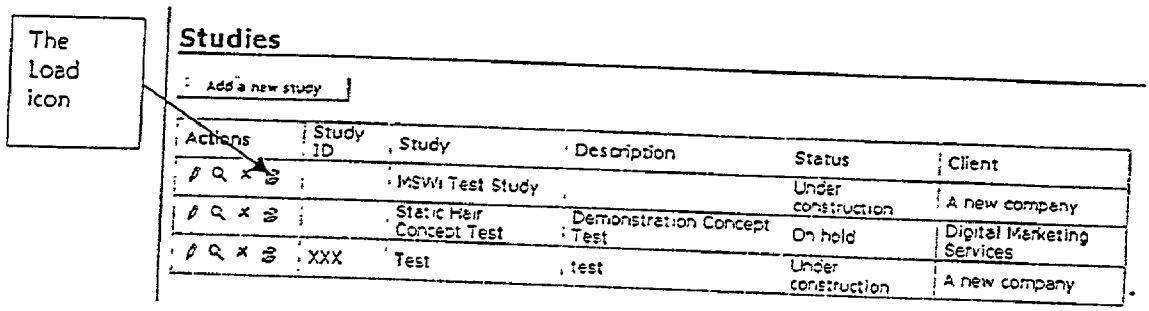

The Load icon
Studies
Add a new study
Actions
Study ID
Study
Description
Status
Client
MSWi Test Study
Under construction
A new company
Static Hair Concept Test
Demonstration Concept Test
On hold
Digital Marketing Services
XXX
Test
test
Under construction
A new company

FIG. 9

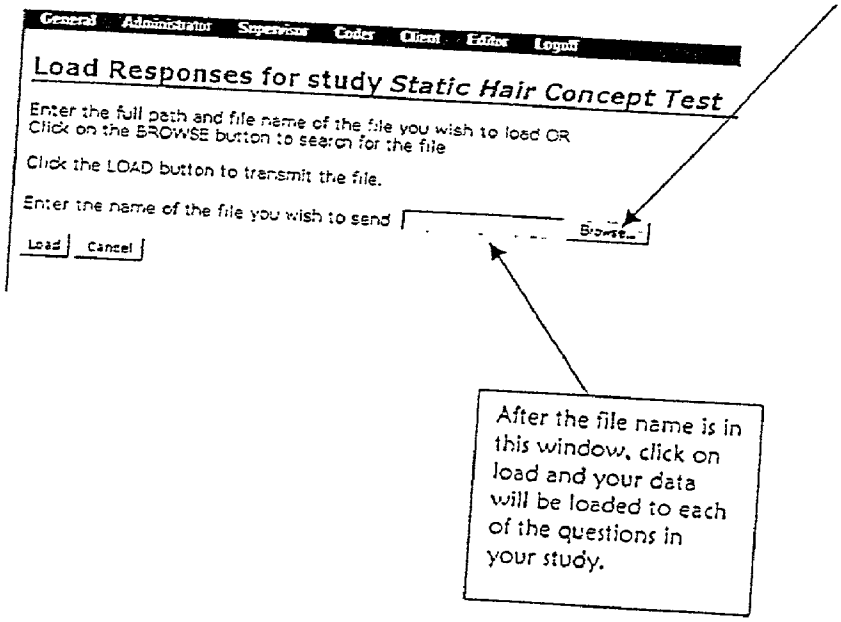

General
Administration
Supervision
Codes
Client
Editor
Logout
Load Responses for study Static Hair Concept Test
Enter the full path and file name of the file you wish to load OR
Click on the BROWSE button to search for the file
Click the LOAD button to transmit the file.
Enter the name of the file you wish to send
Browse...
Load
Cancel
After the file name is in this window, click on load and your data will be loaded to each of the questions in your study.

FIG. 10

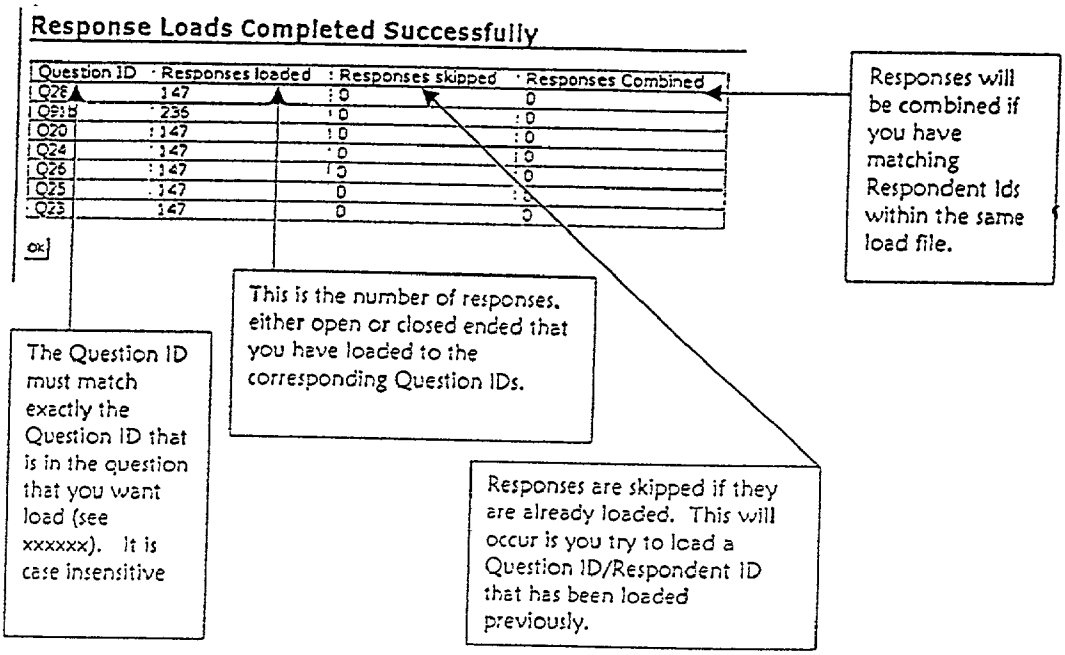

Response Loads Completed Successfully
Question ID
Responses loaded
Responses skipped
Responses Combined
Q26 147 0 0
Q31B 236 0 0
Q20 147 0 0
Q24 147 0 0
Q26 147 0 0
Q25 147 0 0
Q23 147 0 0
ok
Responses will be combined if you have matching Respondent Ids within the same load file.
This is the number of responses, either open or closed ended that you have loaded to the corresponding Question IDs.
The Question ID must match exactly the Question ID that is in the question that you want load (see xxxxxx). It is case insensitive
Responses are skipped if they are already loaded. This will occur is you try to load a Question ID/Respondent ID that has been loaded previously.

FIG.11

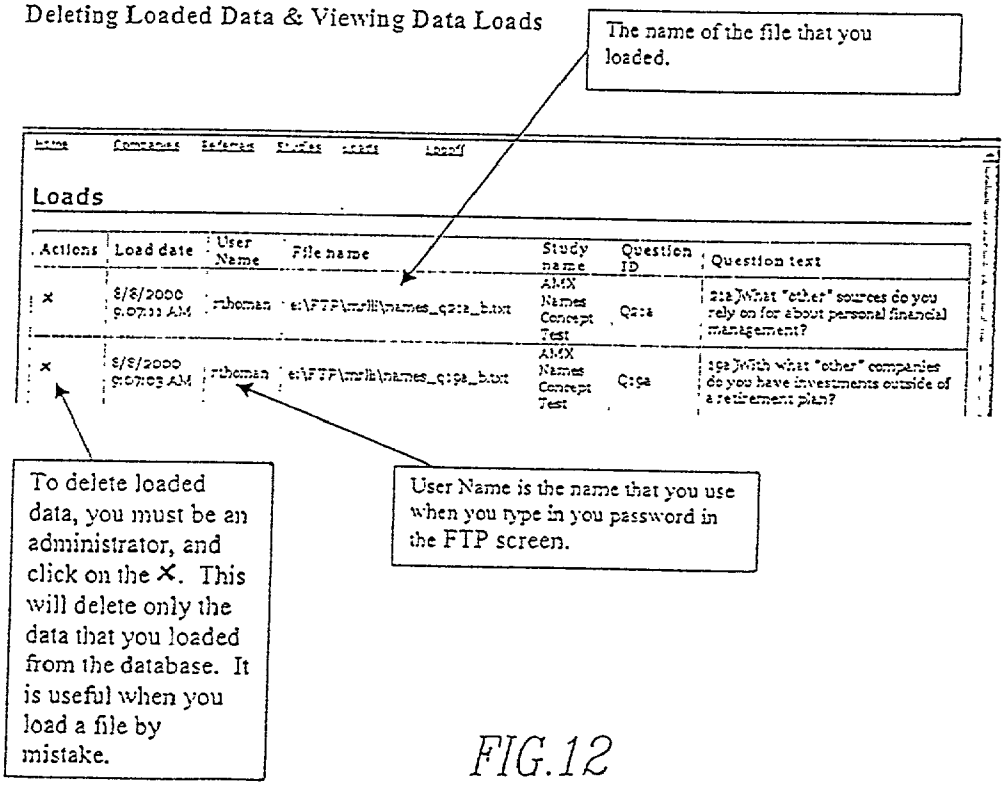

Deleting Loaded Data & Viewing Data Loads
The name of the file that you loaded.
Loads
Actions
Load date
User Name
File name
Study name
Question ID
Question text
x
8/8/2000 9:07:33 AM
rthoman
e:\FTP\mrlli\names_q22a_b.txt
AMX Names Concept Test
Q22a
22a)What "other" sources do you rely on for about personal financial management?
x
8/8/2000 9:07:03 AM
rthoman
e:\FTP\mrlli\names_q19a_b.txt
AMX Names Concept Test
Q19a
19a)With what "other" companies do you have investments outside of a retirement plan?
To delete loaded data, you must be an administrator, and click on the x. This will delete only the data that you loaded from the database. It is useful when you load a file by mistake.
User Name is the name that you use when you type in you password in the FTP screen.

FIG.12

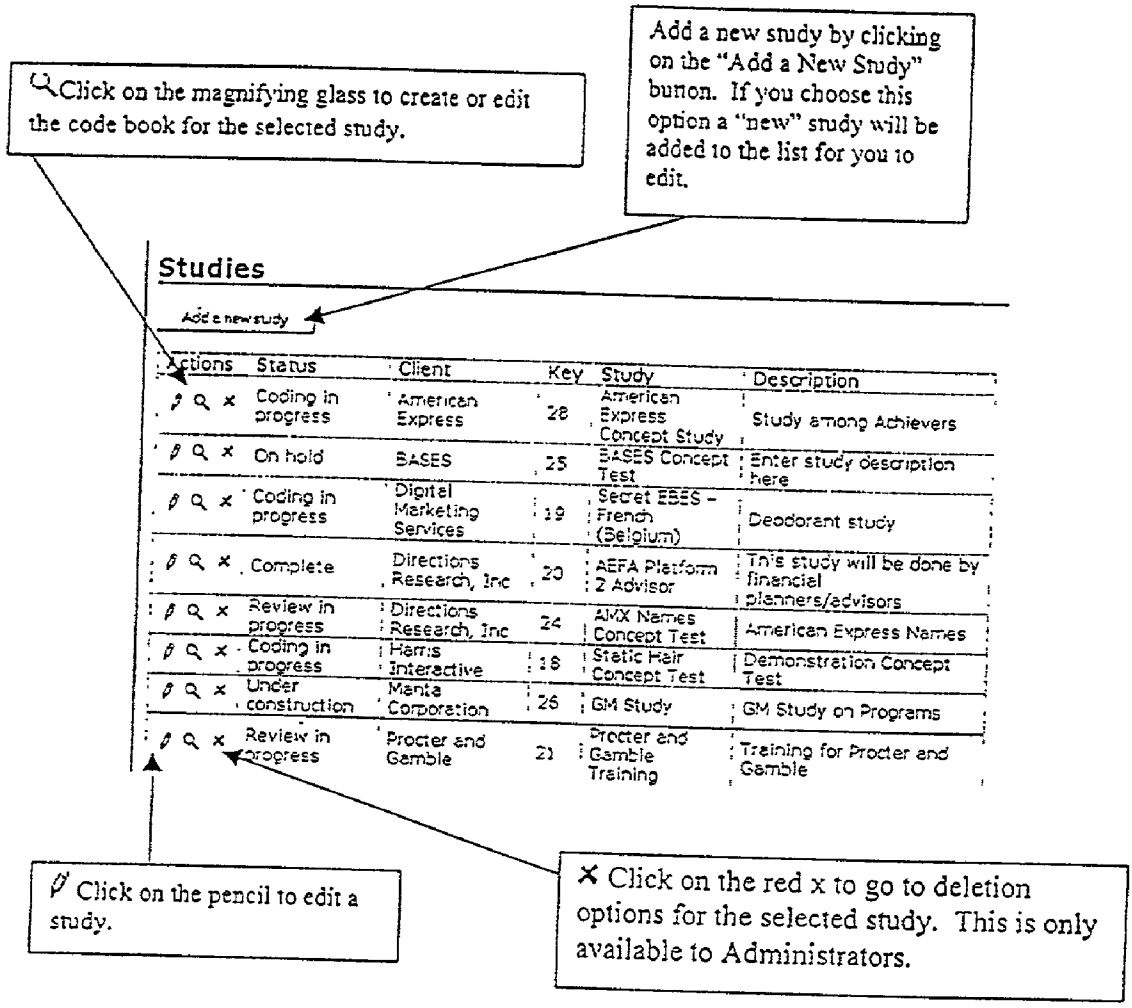

Click on the magnifying glass to create or edit the code book for the selected study.
Add a new study by clicking on the "Add a New Study" button. If you choose this option a "new" study will be added to the list for you to edit.
Studies
Add a new study
Actions
Status
Client
Key
Study
Description
Coding in progress
American Express
28
American Express Concept Study
Study among Achievers
On hold
BASES
25
BASES Concept Test
Enter study description here
Coding in progress
Digital Marketing Services
19
Secret EBES – French (Belgium)
Deodorant study
Complete
Directions Research, Inc
20
AEFA Platform 2 Advisor
This study will be done by financial planners/advisors
Review in progress
Directions Research, Inc
24
AMX Names Concept Test
American Express Names
Coding in progress
Harris Interactive
18
Static Hair Concept Test
Demonstration Concept Test
Under construction
Manta Corporation
26
GM Study
GM Study on Programs
Review in progress
Procter and Gamble
21
Procter and Gamble Training
Training for Procter and Gamble
Click on the pencil to edit a study.
Click on the red x to go to deletion options for the selected study. This is only available to Administrators.

FIG.13

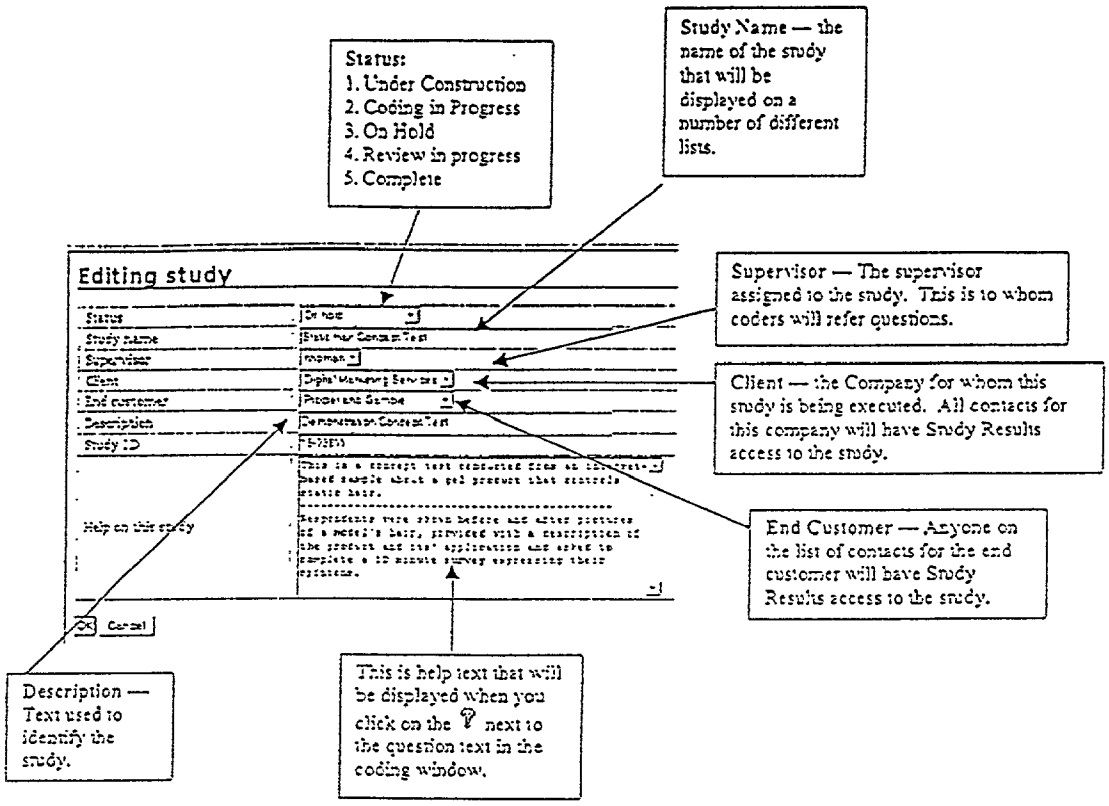

Status:
1. Under Construction
2. Coding in Progress
3. On Hold
4. Review in progress
5. Complete
Study Name — the name of the study that will be displayed on a number of different lists.
Editing study
Supervisor — The supervisor assigned to the study. This is to whom coders will refer questions.
Client — the Company for whom this study is being executed. All contacts for this company will have Study Results access to the study.
End Customer — Anyone on the list of contacts for the end customer will have Study Results access to the study.
Description — Text used to identify the study.
This is help text that will be displayed when you click on the ? next to the question text in the coding window.

FIG.14

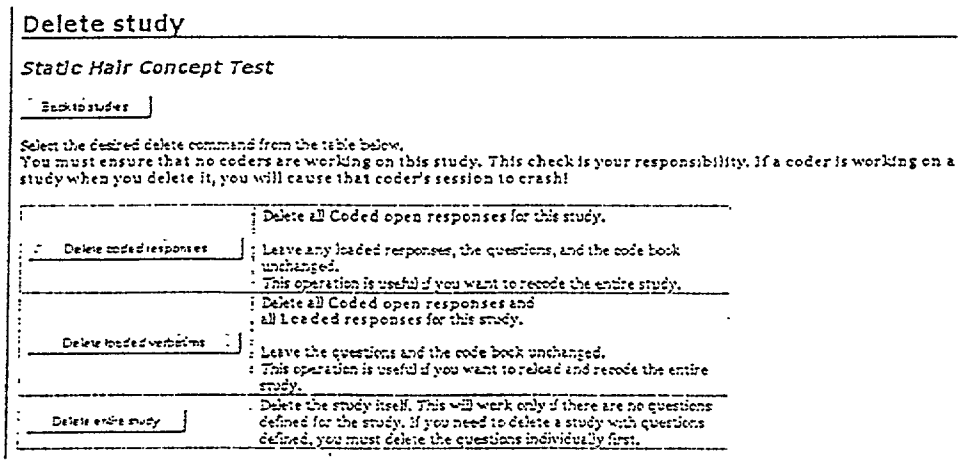
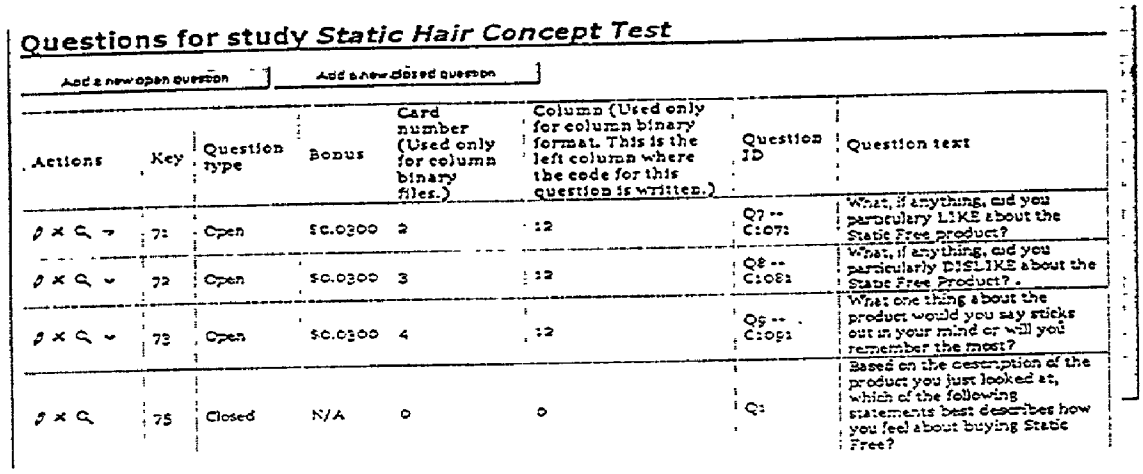

Delete study
Static Hair Concept Test
Back to studies
Select the desired delete command from the table below.
You must ensure that no coders are working on this study. This check is your responsibility. If a coder is working on a study when you delete it, you will cause that coder's session to crash!
Delete all Coded open responses for this study.
Delete coded responses
Leave any loaded responses, the questions, and the code book unchanged.
This operation is useful if you want to recode the entire study.
Delete all Coded open responses and all Loaded responses for this study.
Delete loaded verbatims
Leave the questions and the code book unchanged.
This operation is useful if you want to reload and recode the entire study.
Delete entire study
Delete the study itself. This will work only if there are no questions defined for the study. If you need to delete a study with questions defined, you must delete the questions individually first.

FIG.15



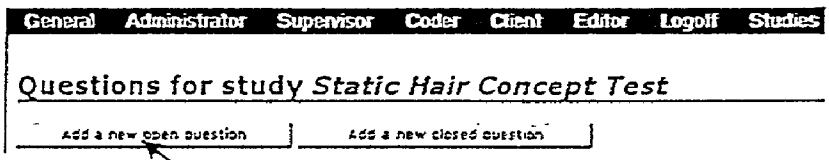
Questions for study *Static Hair Concept Test*

Add a new open question | Add a new closed question

Actions	Key	Question type	Bonus	Card number (Used only for column binary files.)	Column (Used only for column binary format. This is the left column where the code for this question is written.)	Question ID	Question text
	71	Open	$0.0300	2	12	Q7 -- C107:	What, if anything, did you particulary LIKE about the Static Free product?
	72	Open	$0.0300	3	12	Q8 -- C108:	What, if anything, did you particularly DISLIKE about the Static Free Product?
	73	Open	$0.0300	4	12	Q9 -- C109:	What one thing about the product would you say sticks out in your mind or will you remember the most?
	75	Closed	N/A	0	0	Q:	Based on the description of the product you just looked at, which of the following statements best describes how you feel about buying Static Free?

FIG.16

Adding an Open Ended Question



Click on this button, and you'll be asked:

FIG.17

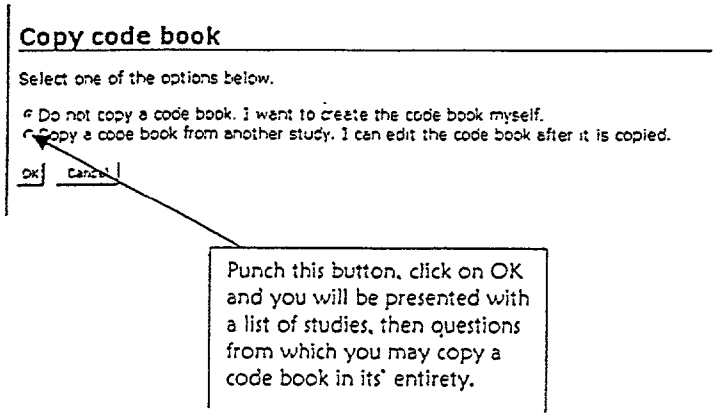

Copy code book
Select one of the options below.
Do not copy a code book. I want to create the code book myself.
Copy a code book from another study. I can edit the code book after it is copied.
OK
Cancel
Punch this button, click on OK and you will be presented with a list of studies, then questions from which you may copy a code book in its' entirety.

FIG.18

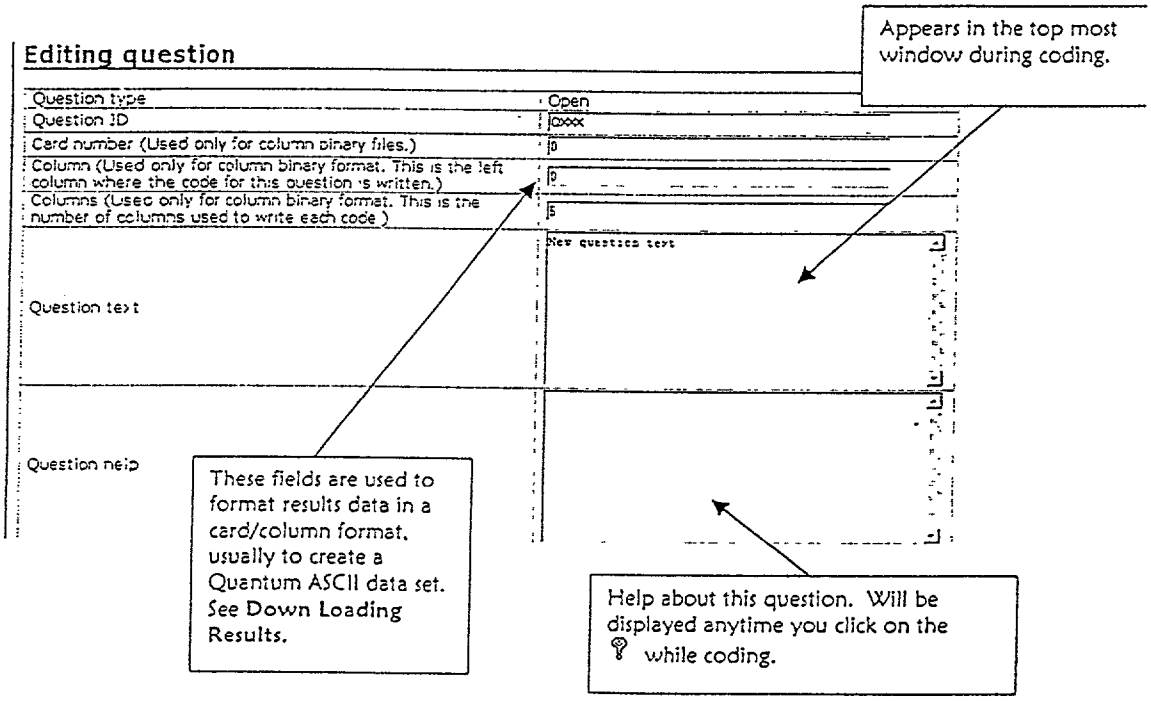

Editing question
Question type
Open
Question ID
xxxx
Card number (Used only for column binary files.)
0
Column (Used only for column binary format. This is the left column where the code for this question is written.)
0
Columns (Used only for column binary format. This is the number of columns used to write each code.)
5
Question text
New question text
Question help
Appears in the top most window during coding.
These fields are used to format results data in a card/column format, usually to create a Quantum ASCII data set. See Down Loading Results.
Help about this question. Will be displayed anytime you click on the while coding.

FIG.19

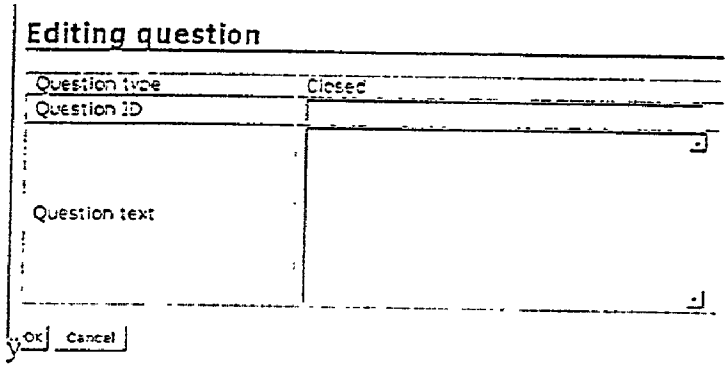
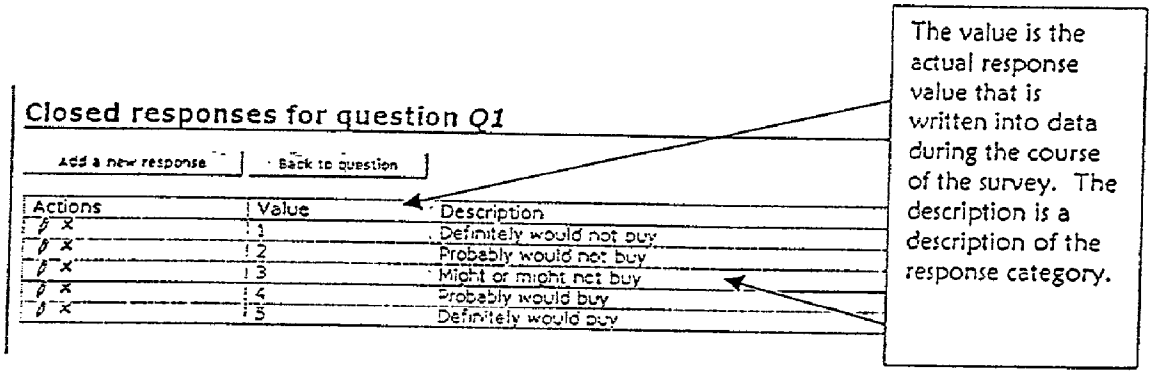


FIG. 20



Entering accurate values and descriptions is important for both the coding and reporting phases of the system.

FIG. 21

Selecting the study and question to code

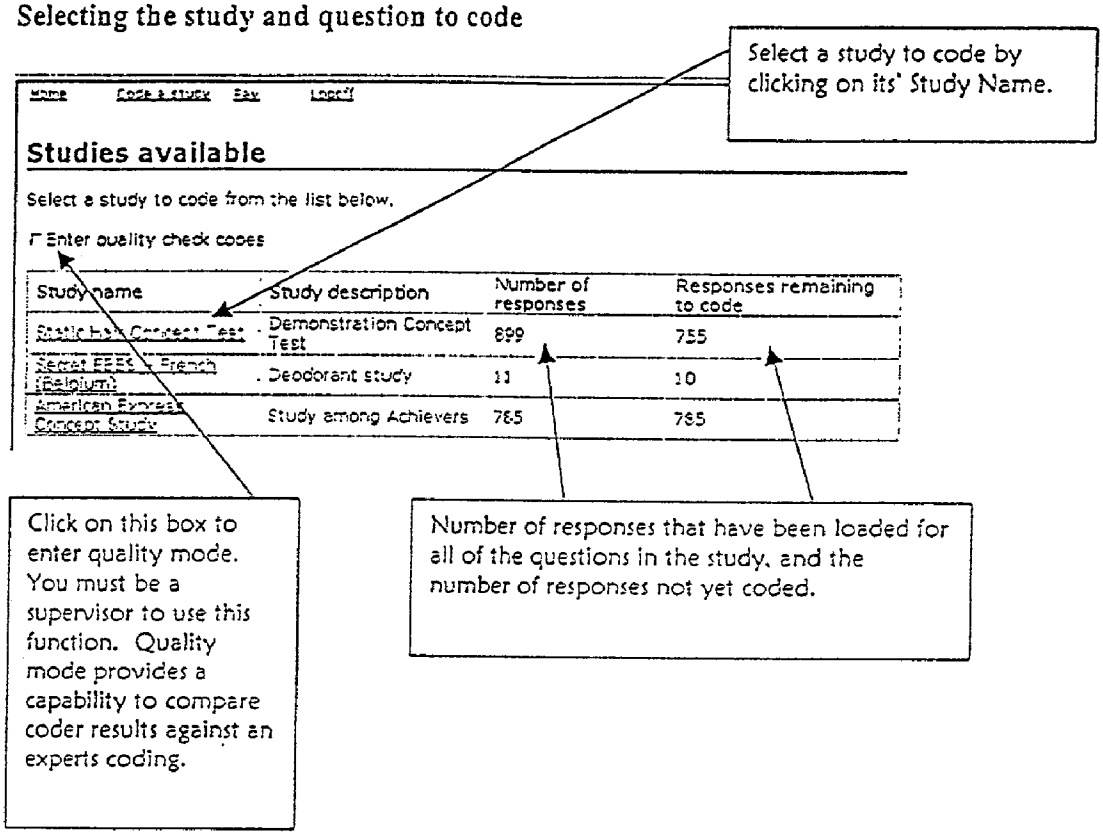

Select a study to code by clicking on its' Study Name.
Home
Code a study
Exit
Logoff
Studies available
Select a study to code from the list below.
Enter quality check codes
Study name
Study description
Number of responses
Responses remaining to code
Demonstration Concept Test
899
755
Deodorant study
11
10
Study among Achievers
765
765
Click on this box to enter quality mode. You must be a supervisor to use this function. Quality mode provides a capability to compare coder results against an experts coding.
Number of responses that have been loaded for all of the questions in the study, and the number of responses not yet coded.

FIG.22

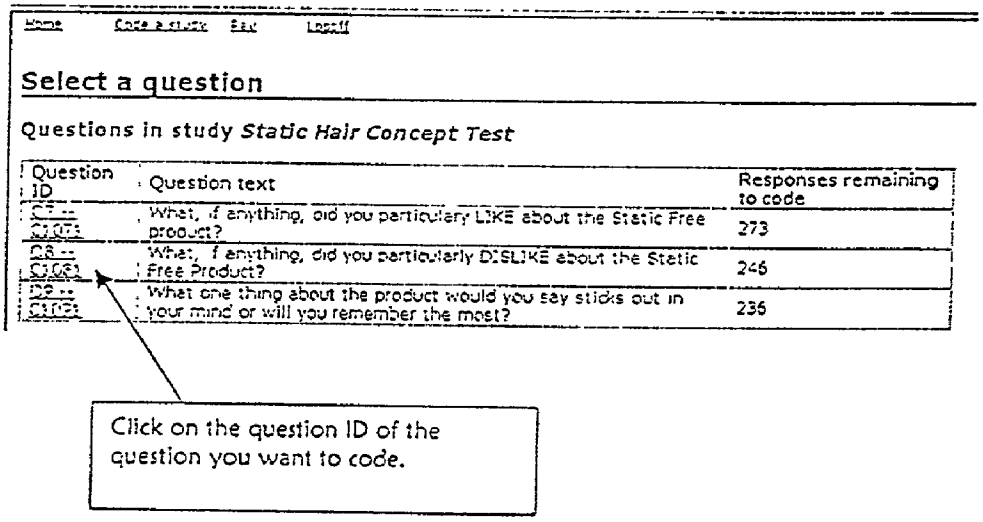

Home
Code a study
Exit
Logoff
Select a question
Questions in study Static Hair Concept Test
Question ID
Question text
Responses remaining to code
What, if anything, did you particularly LIKE about the Static Free product?
273
What, if anything, did you particularly DISLIKE about the Static Free Product?
246
What one thing about the product would you say sticks out in your mind or will you remember the most?
236
Click on the question ID of the question you want to code.

FIG.23

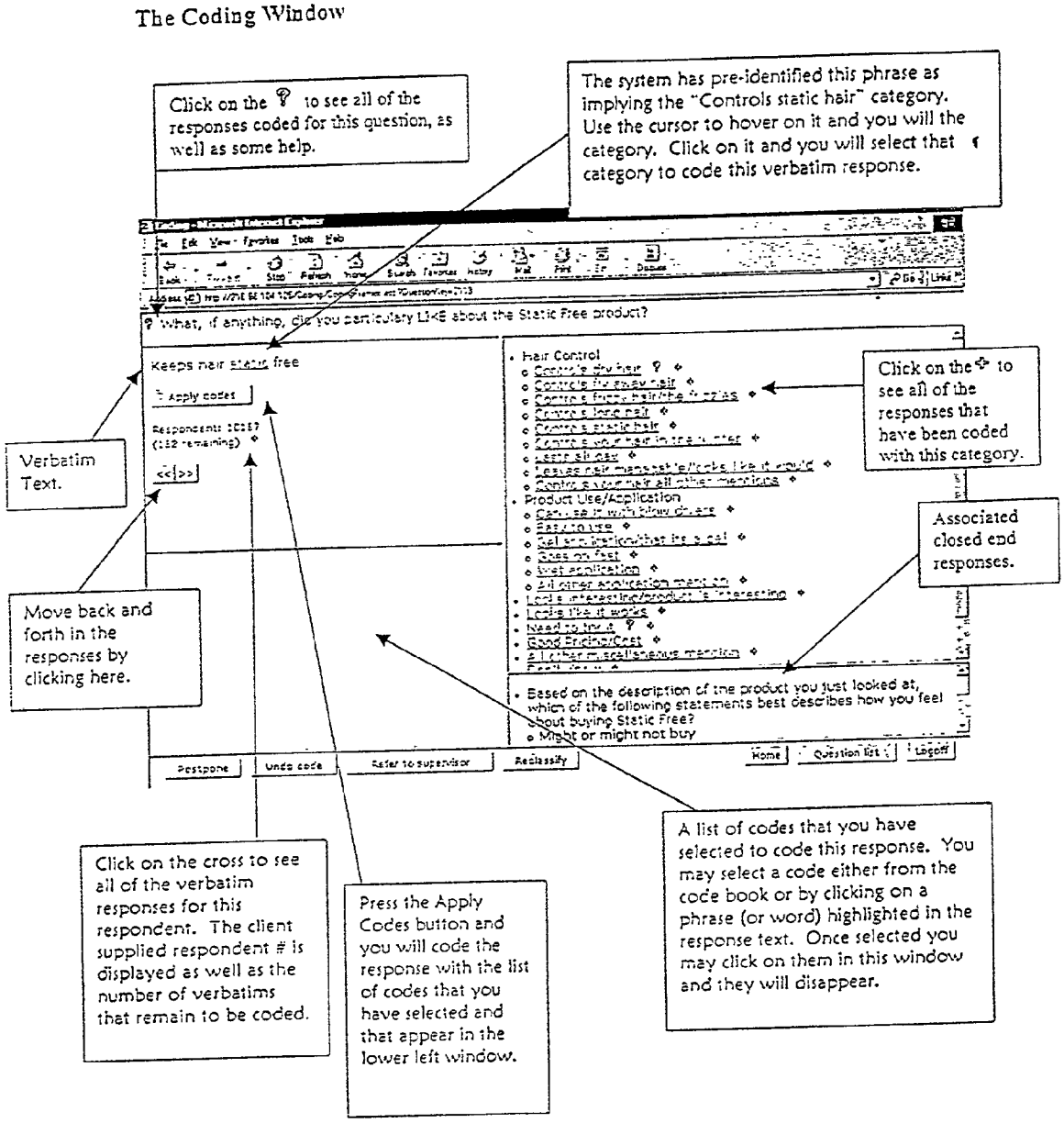

The Coding Window
Click on the ? to see all of the responses coded for this question, as well as some help.
The system has pre-identified this phrase as implying the "Controls static hair" category. Use the cursor to hover on it and you will the category. Click on it and you will select that category to code this verbatim response.
What, if anything, did you particulary LIKE about the Static Free product?
Keeps hair static free
Apply codes
Respondent: 10187
(152 remaining)
<<|>>
Verbatim Text.
Move back and forth in the responses by clicking here.
Hair Control
Product Use/Application
Click on the to see all of the responses that have been coded with this category.
Associated closed end responses.
Based on the description of the product you just looked at, which of the following statements best describes how you feel about buying Static Free?
Might or might not buy
Postpone
Undo code
Refer to supervisor
Reclassify
Home
Question list
Logoff
Click on the cross to see all of the verbatim responses for this respondent. The client supplied respondent # is displayed as well as the number of verbatims that remain to be coded.
Press the Apply Codes button and you will code the response with the list of codes that you have selected and that appear in the lower left window.
A list of codes that you have selected to code this response. You may select a code either from the code book or by clicking on a phrase (or word) highlighted in the response text. Once selected you may click on them in this window and they will disappear.

FIG.24

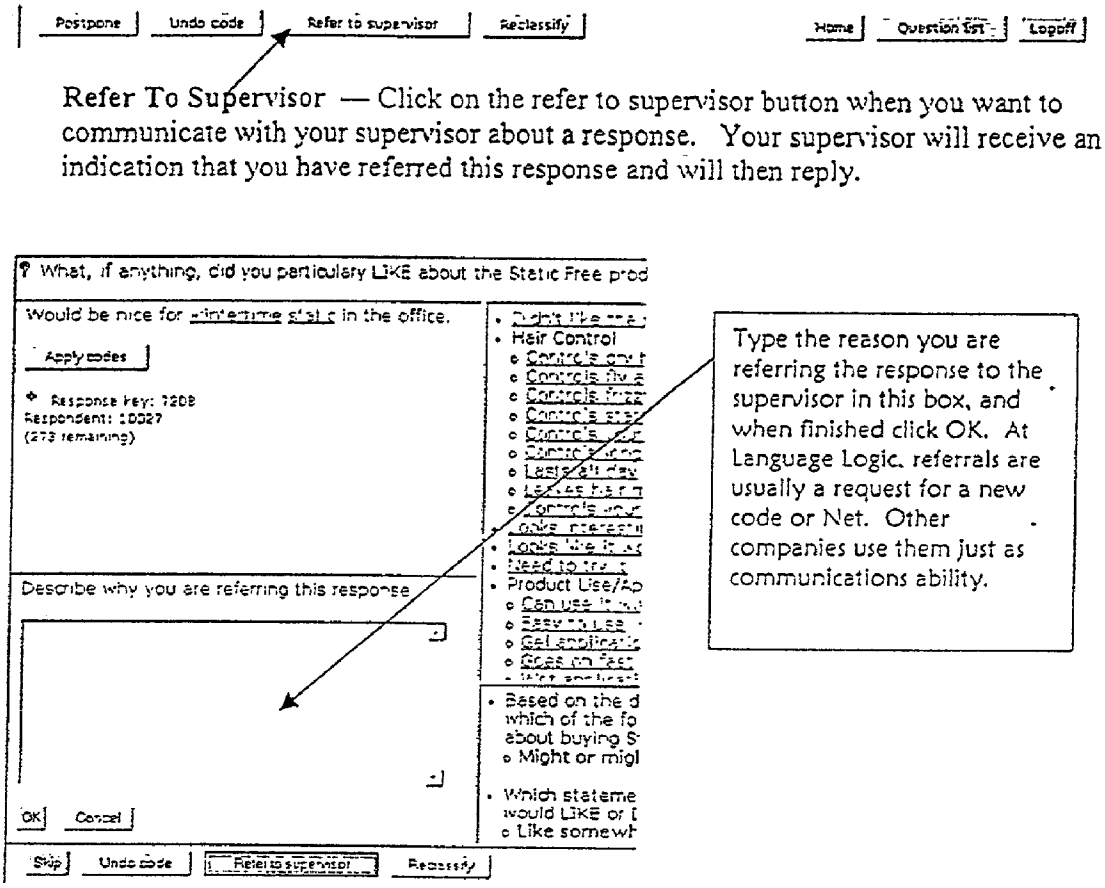

Postpone
Undo code
Refer to supervisor
Reclassify
Home
Question list
Logoff
Refer To Supervisor — Click on the refer to supervisor button when you want to communicate with your supervisor about a response. Your supervisor will receive an indication that you have referred this response and will then reply.
What, if anything, did you particularly LIKE about the Static Free prod
Would be nice for
Apply codes
Response key: 7208
Respondent: 10027
(273 remaining)
Describe why you are referring this response
OK
Cancel
Hair Control
Product Use/Ap
Skip
Undo code
Refer to supervisor
Reassign
Type the reason you are referring the response to the supervisor in this box, and when finished click OK. At Language Logic, referrals are usually a request for a new code or Net. Other companies use them just as communications ability.
Editing referral
Referred by
rthomsn
Referred on
23-8-2000 12:05:28
Study name
Static Hair Concept Test
Client
Harris Interactive
Question ID
Q7 -- C1071
Question text
What, if anything, did you particularly LIKE about the Static Free product?
Verbatim response
After using it doesn't look like you have the frizzy's. It looks like a fair price for the product.
Reason for referral
hey
Enter your response to this referral below
Supervisor replies to referral and when the response is presented to you in the coding window, it will appear with a
to the left of the response.

FIG. 25

Reclassify -- This function allows you to reclassify a response to another question and is used, for instance, to reclassify a "likes" verbatim response that has been made to a "dislikes" question to the likes question. When you click on the reclassify button, a window will appear with the identifiers for all of the questions in the study.

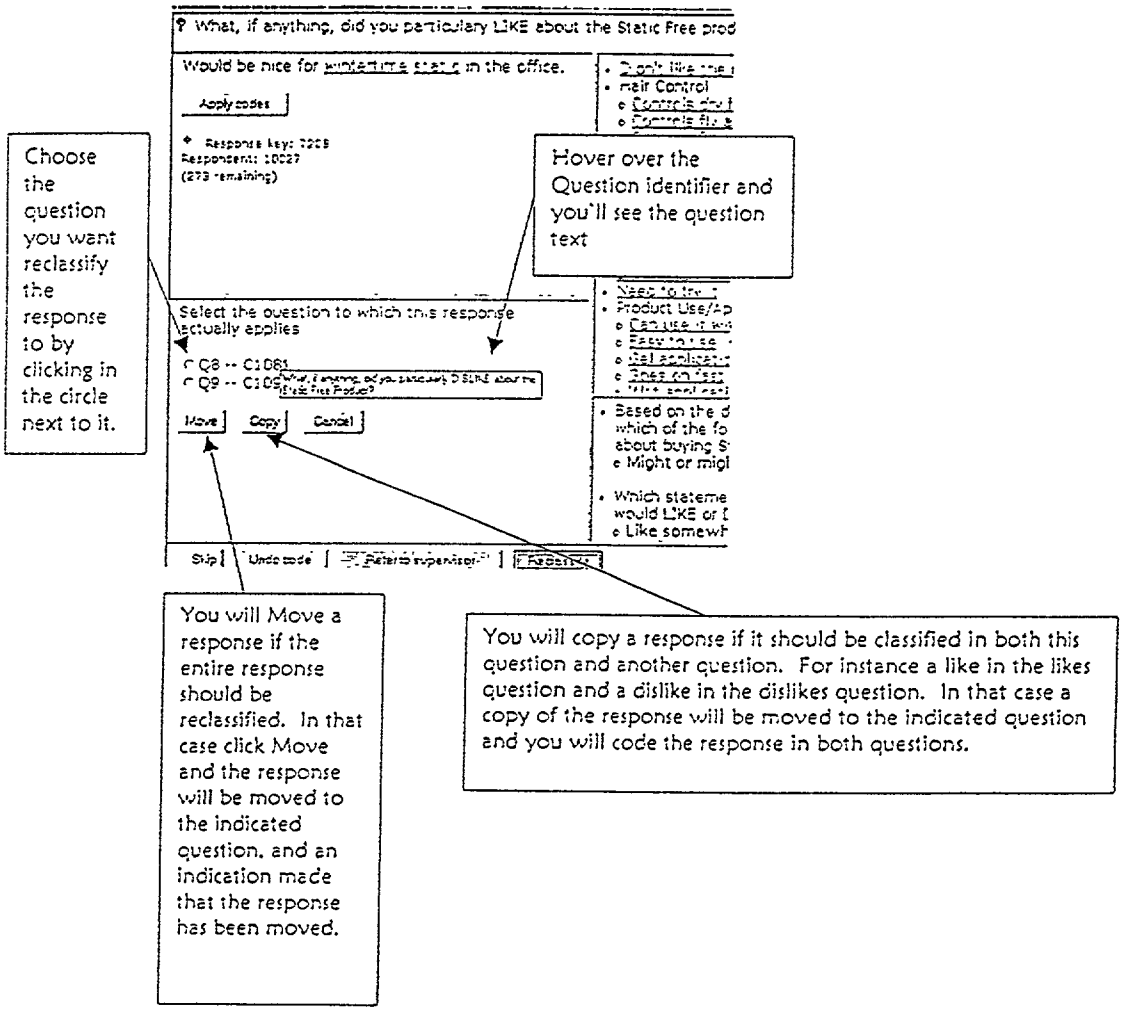

What, if anything, did you particularly LIKE about the Static Free prod
Would be nice for
in the office.
Apply codes
Response key: 7208
Respondent: 10027
(279 remaining)
Hair Control
Select the question to which this response actually applies
Q8 -- C1061
Q9 -- C1062
Static Free Product?
Move
Copy
Cancel
Skip
Undo code
Refer to supervisor
Reclassify
Choose the question you want reclassify the response to by clicking in the circle next to it.
Hover over the Question identifier and you'll see the question text
You will Move a response if the entire response should be reclassified. In that case click Move and the response will be moved to the indicated question, and an indication made that the response has been moved.
You will copy a response if it should be classified in both this question and another question. For instance a like in the likes question and a dislike in the dislikes question. In that case a copy of the response will be moved to the indicated question and you will code the response in both questions.

FIG. 26

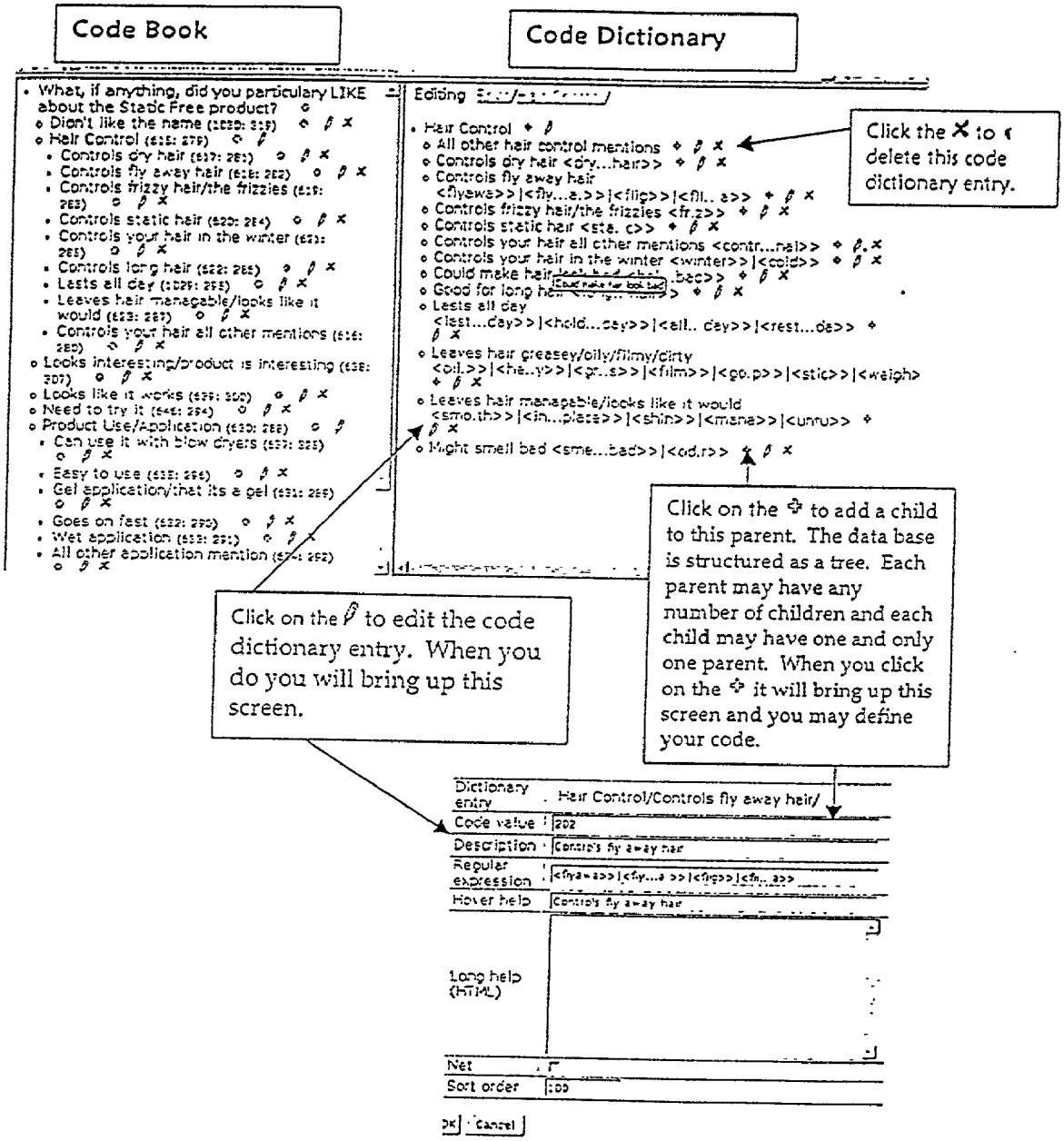

Code Book
Code Dictionary
Click the ✕ to delete this code dictionary entry.
Click on the ✎ to edit the code dictionary entry. When you do you will bring up this screen.
Click on the ✥ to add a child to this parent. The data base is structured as a tree. Each parent may have any number of children and each child may have one and only one parent. When you click on the ✥ it will bring up this screen and you may define your code.
Dictionary entry
Hair Control/Controls fly away hair/
Code value
202
Description
Controls fly away hair
Regular expression
Hover help
Long help (HTML)
Net
Sort order
OK
Cancel

FIG.27

Building a Code Book (from the Study Questions Screen)

Question Code Book – these are the codes that you will use to code the question. They are copied from the code dictionary, and placed "in the question." You may change them to be specific to the question, once you have copied them from the code dictionary.

Code Dictionary – This is the database of codes. They may be thought of as main "ideas" that you will make specific to a question after you copy them to a question.

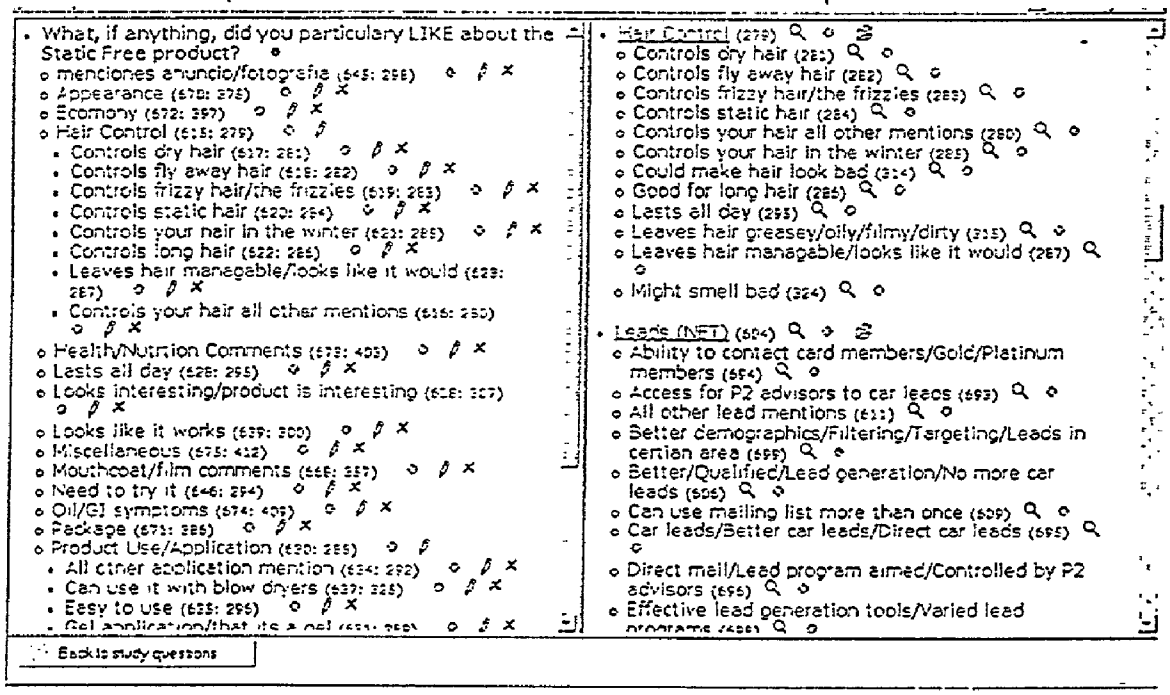

What, if anything, did you particularly LIKE about the Static Free product?
menciones anuncio/fotografia (545: 258)
Appearance (578: 378)
Economy (572: 397)
Hair Control (515: 279)
Controls dry hair (517: 281)
Controls fly away hair (518: 282)
Controls frizzy hair/the frizzies (519: 283)
Controls static hair (520: 284)
Controls your hair in the winter (521: 285)
Controls long hair (522: 286)
Leaves hair manegable/looks like it would (523: 287)
Controls your hair all other mentions (516: 280)
Health/Nutrion Comments (573: 405)
Lasts all day (528: 295)
Looks interesting/product is interesting (526: 307)
Looks like it works (539: 300)
Miscellaneous (575: 412)
Mouthcoat/film comments (568: 357)
Need to try it (546: 294)
Oil/GI symptoms (574: 405)
Package (571: 385)
Product Use/Application (530: 285)
All other application mention (534: 292)
Can use it with blow dryers (537: 325)
Easy to use (533: 295)
Hair Control (279)
Controls dry hair (281)
Controls fly away hair (282)
Controls frizzy hair/the frizzies (283)
Controls static hair (284)
Controls your hair all other mentions (280)
Controls your hair in the winter (285)
Could make hair look bad (314)
Good for long hair (286)
Lasts all day (295)
Leaves hair greasey/oily/filmy/dirty (315)
Leaves hair manageable/looks like it would (287)
Might smell bad (324)
Leads (NET) (504)
Ability to contact card members/Gold/Platinum members (504)
Access for P2 advisors to car leads (503)
All other lead mentions (511)
Better demographics/Filtering/Targeting/Leads in certian area (505)
Better/Qualified/Lead generation/No more car leads (506)
Can use mailing list more than once (509)
Car leads/Better car leads/Direct car leads (505)
Direct mail/Lead program aimed/Controlled by P2 advisors (505)
Effective lead generation tools/Varied lead
Back to study questions

FIG. 28

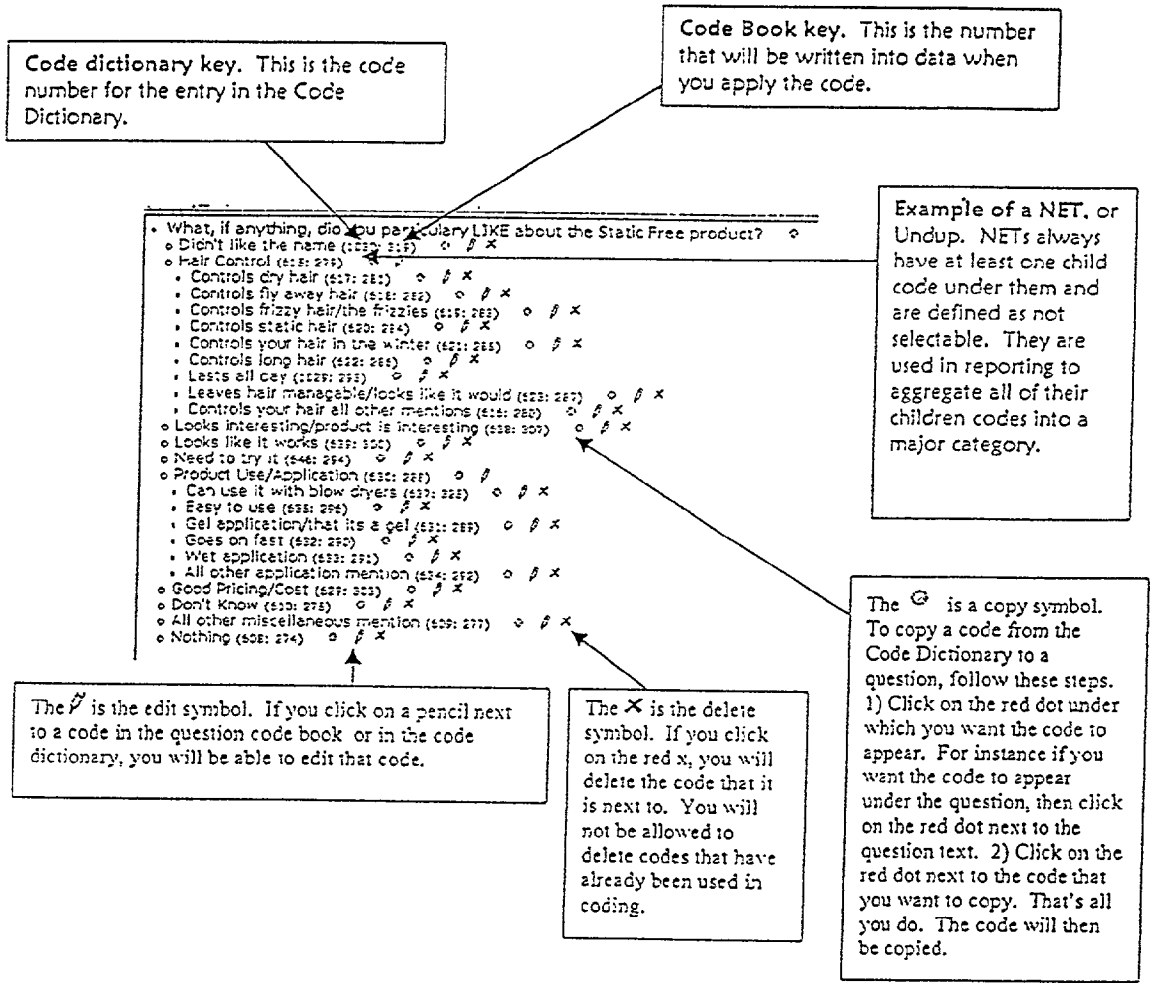

Code dictionary key. This is the code number for the entry in the Code Dictionary.
Code Book key. This is the number that will be written into data when you apply the code.
Example of a NET, or Undup. NETs always have at least one child code under them and are defined as not selectable. They are used in reporting to aggregate all of their children codes into a major category.
What, if anything, did you particulary LIKE about the Static Free product?
Didn't like the name
Hair Control
Controls dry hair
Controls fly away hair
Controls frizzy hair/the frizzies
Controls static hair
Controls your hair in the winter
Controls long hair
Lasts all day
Leaves hair manageable/looks like it would
Controls your hair all other mentions
Looks interesting/product is interesting
Looks like it works
Need to try it
Product Use/Application
Can use it with blow dryers
Easy to use
Gel application/that its a gel
Goes on fast
Wet application
All other application mention
Good Pricing/Cost
Don't Know
All other miscellaneous mention
Nothing
The is a copy symbol. To copy a code from the Code Dictionary to a question, follow these steps. 1) Click on the red dot under which you want the code to appear. For instance if you want the code to appear under the question, then click on the red dot next to the question text. 2) Click on the red dot next to the code that you want to copy. That's all you do. The code will then be copied.
The is the edit symbol. If you click on a pencil next to a code in the question code book or in the code dictionary, you will be able to edit that code.
The is the delete symbol. If you click on the red x, you will delete the code that it is next to. You will not be allowed to delete codes that have already been used in coding.

FIG. 29

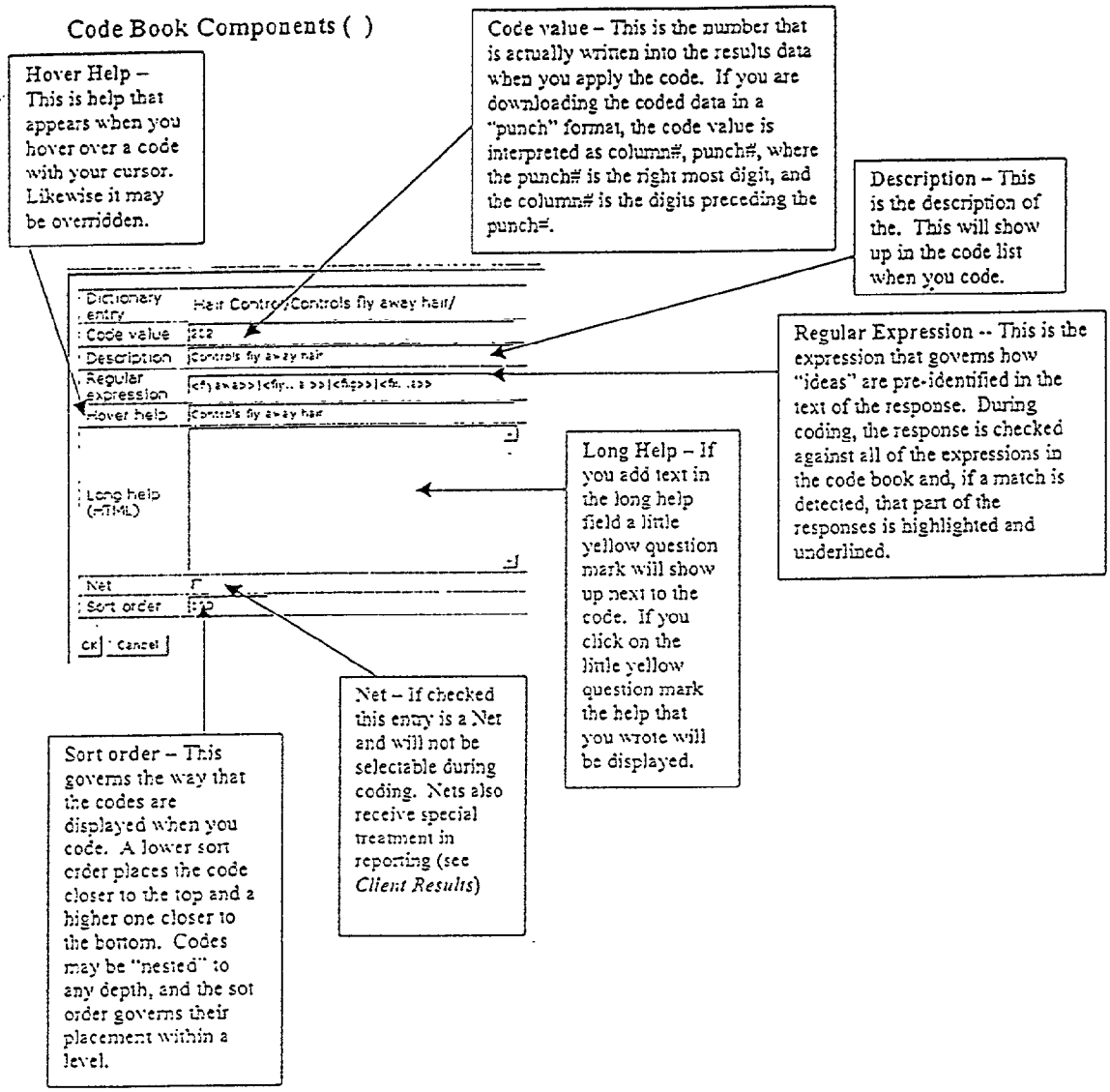

Code Book Components ( )
Hover Help – This is help that appears when you hover over a code with your cursor. Likewise it may be overridden.
Code value – This is the number that is actually written into the results data when you apply the code. If you are downloading the coded data in a "punch" format, the code value is interpreted as column#, punch#, where the punch# is the right most digit, and the column# is the digits preceding the punch#.
Description – This is the description of the. This will show up in the code list when you code.
Regular Expression -- This is the expression that governs how "ideas" are pre-identified in the text of the response. During coding, the response is checked against all of the expressions in the code book and, if a match is detected, that part of the responses is highlighted and underlined.
Long Help – If you add text in the long help field a little yellow question mark will show up next to the code. If you click on the little yellow question mark the help that you wrote will be displayed.
Net – If checked this entry is a Net and will not be selectable during coding. Nets also receive special treatment in reporting (see Client Results)
Sort order – This governs the way that the codes are displayed when you code. A lower sort order places the code closer to the top and a higher one closer to the bottom. Codes may be "nested" to any depth, and the sot order governs their placement within a level.
Dictionary entry
Code value
Description
Regular expression
Hover help
Long help (HTML)
Net
Sort order
OK
Cancel

FIG. 30

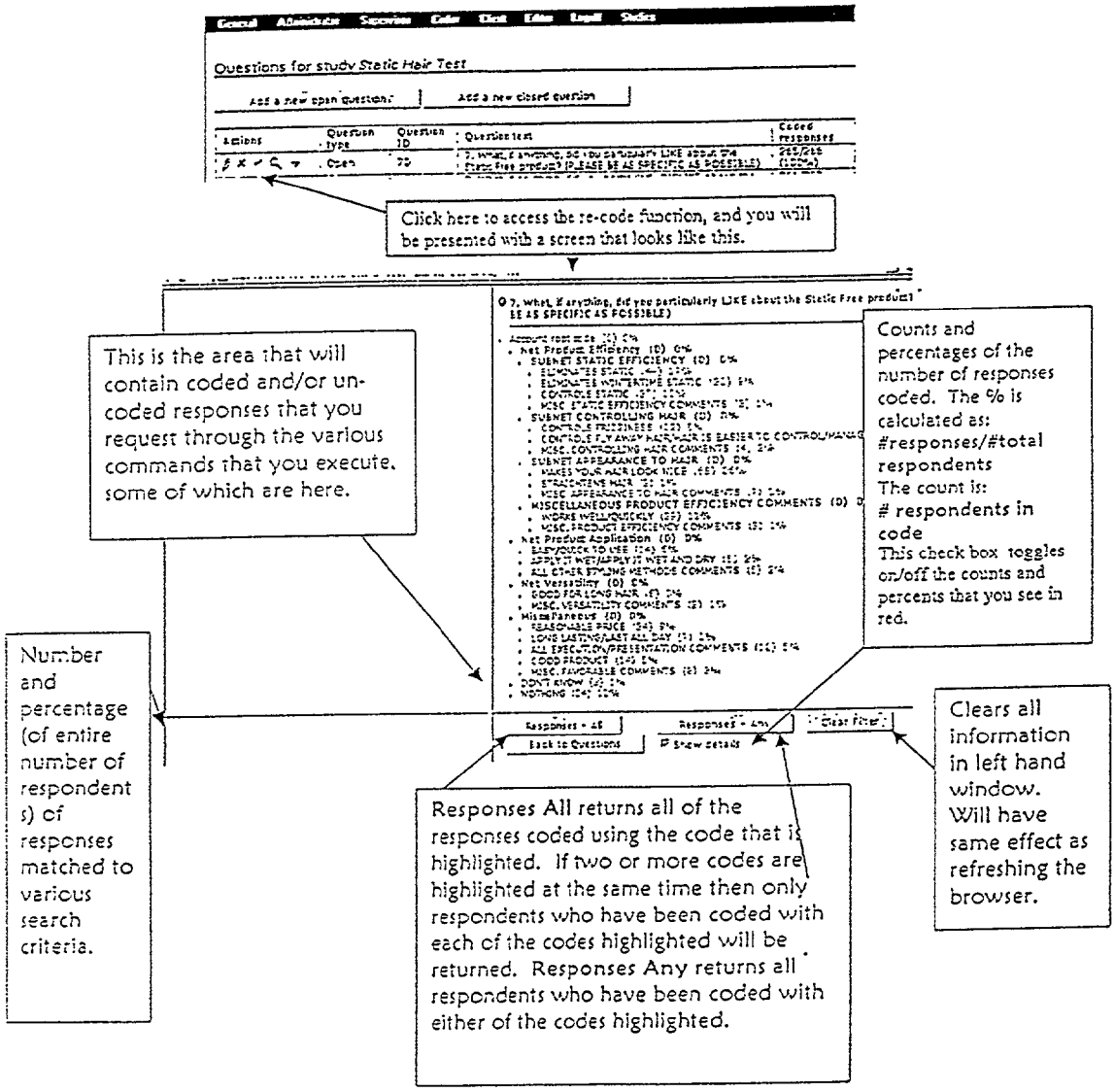
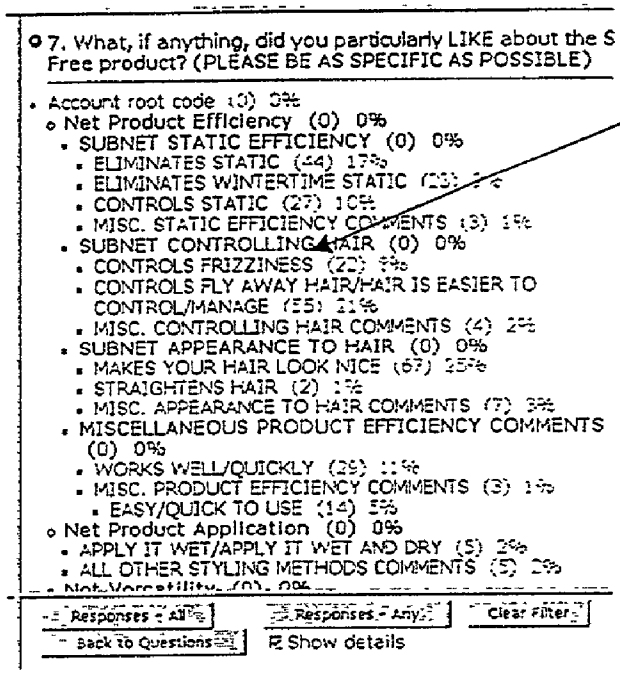

Questions for study Static Hair Test
Add a new open question
Add a new closed question
Actions
Question type
Question ID
Question text
Coded responses
Click here to access the re-code function, and you will be presented with a screen that looks like this.
This is the area that will contain coded and/or un-coded responses that you request through the various commands that you execute, some of which are here.
Counts and percentages of the number of responses coded. The % is calculated as: #responses/#total respondents
The count is: # respondents in code
This check box toggles on/off the counts and percents that you see in red.
Number and percentage (of entire number of respondents) of responses matched to various search criteria.
Responses All returns all of the responses coded using the code that is highlighted. If two or more codes are highlighted at the same time then only respondents who have been coded with each of the codes highlighted will be returned. Responses Any returns all respondents who have been coded with either of the codes highlighted.
Clears all information in left hand window. Will have same effect as refreshing the browser.

FIG. 31


7. What, if anything, did you particularly LIKE about the S Free product? (PLEASE BE AS SPECIFIC AS POSSIBLE)
Account root code (0) 0%
Net Product Efficiency (0) 0%
SUBNET STATIC EFFICIENCY (0) 0%
ELIMINATES STATIC (44) 17%
ELIMINATES WINTERTIME STATIC (23) 9%
CONTROLS STATIC (27) 10%
MISC. STATIC EFFICIENCY COMMENTS (3) 1%
SUBNET CONTROLLING HAIR (0) 0%
CONTROLS FRIZZINESS (22) 8%
CONTROLS FLY AWAY HAIR/HAIR IS EASIER TO CONTROL/MANAGE (55) 21%
MISC. CONTROLLING HAIR COMMENTS (4) 2%
SUBNET APPEARANCE TO HAIR (0) 0%
MAKES YOUR HAIR LOOK NICE (67) 25%
STRAIGHTENS HAIR (2) 1%
MISC. APPEARANCE TO HAIR COMMENTS (7) 3%
MISCELLANEOUS PRODUCT EFFICIENCY COMMENTS (0) 0%
WORKS WELL/QUICKLY (29) 11%
MISC. PRODUCT EFFICIENCY COMMENTS (3) 1%
EASY/QUICK TO USE (14) 5%
Net Product Application (0) 0%
APPLY IT WET/APPLY IT WET AND DRY (5) 2%
ALL OTHER STYLING METHODS COMMENTS (5) 2%
Responses - All
Responses - Any
Clear Filter
Back to Questions
Show details

Then left click on the code, being careful to keep the left mouse button depressed. With the left mouse button depressed move the code to the SUBNET STATIC EFFICIENCY. You'll know you're there when the SUBNET STATIC EFFICIENCY turns blue and there's a little + at the lower right corner of your mouse pointer. After you are at your target, let go of the right mouse button and the code will be in the SUBNET STATIC EFFICIENCY.

FIG. 32

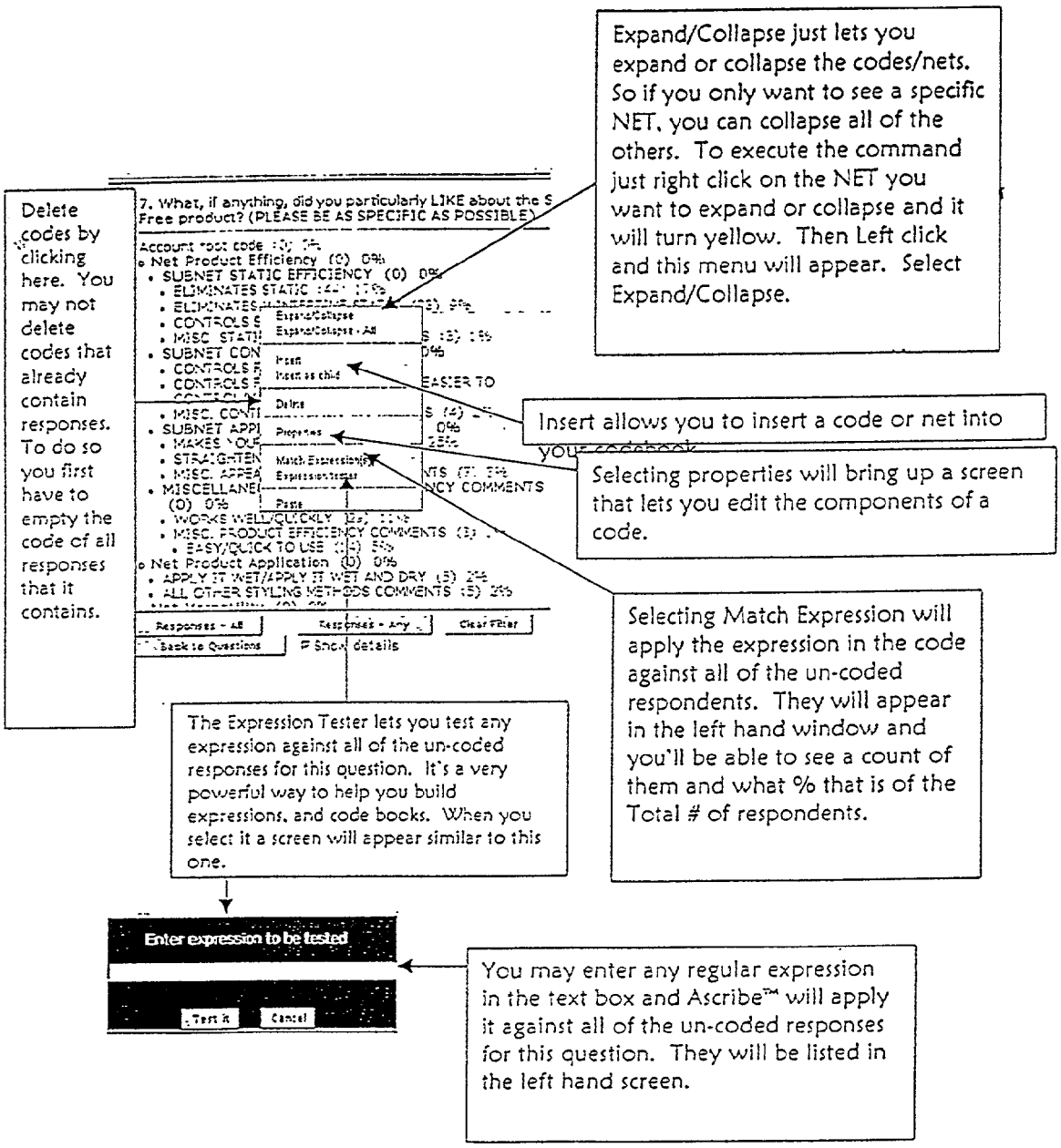

Expand/Collapse just lets you expand or collapse the codes/nets. So if you only want to see a specific NET, you can collapse all of the others. To execute the command just right click on the NET you want to expand or collapse and it will turn yellow. Then Left click and this menu will appear. Select Expand/Collapse.
Delete codes by clicking here. You may not delete codes that already contain responses. To do so you first have to empty the code of all responses that it contains.
Insert allows you to insert a code or net into
Selecting properties will bring up a screen that lets you edit the components of a code.
Selecting Match Expression will apply the expression in the code against all of the un-coded respondents. They will appear in the left hand window and you'll be able to see a count of them and what % that is of the Total # of respondents.
The Expression Tester lets you test any expression against all of the un-coded responses for this question. It's a very powerful way to help you build expressions, and code books. When you select it a screen will appear similar to this one.
Enter expression to be tested
Test it
Cancel
You may enter any regular expression in the text box and Ascribe™ will apply it against all of the un-coded responses for this question. They will be listed in the left hand screen.

FIG. 33

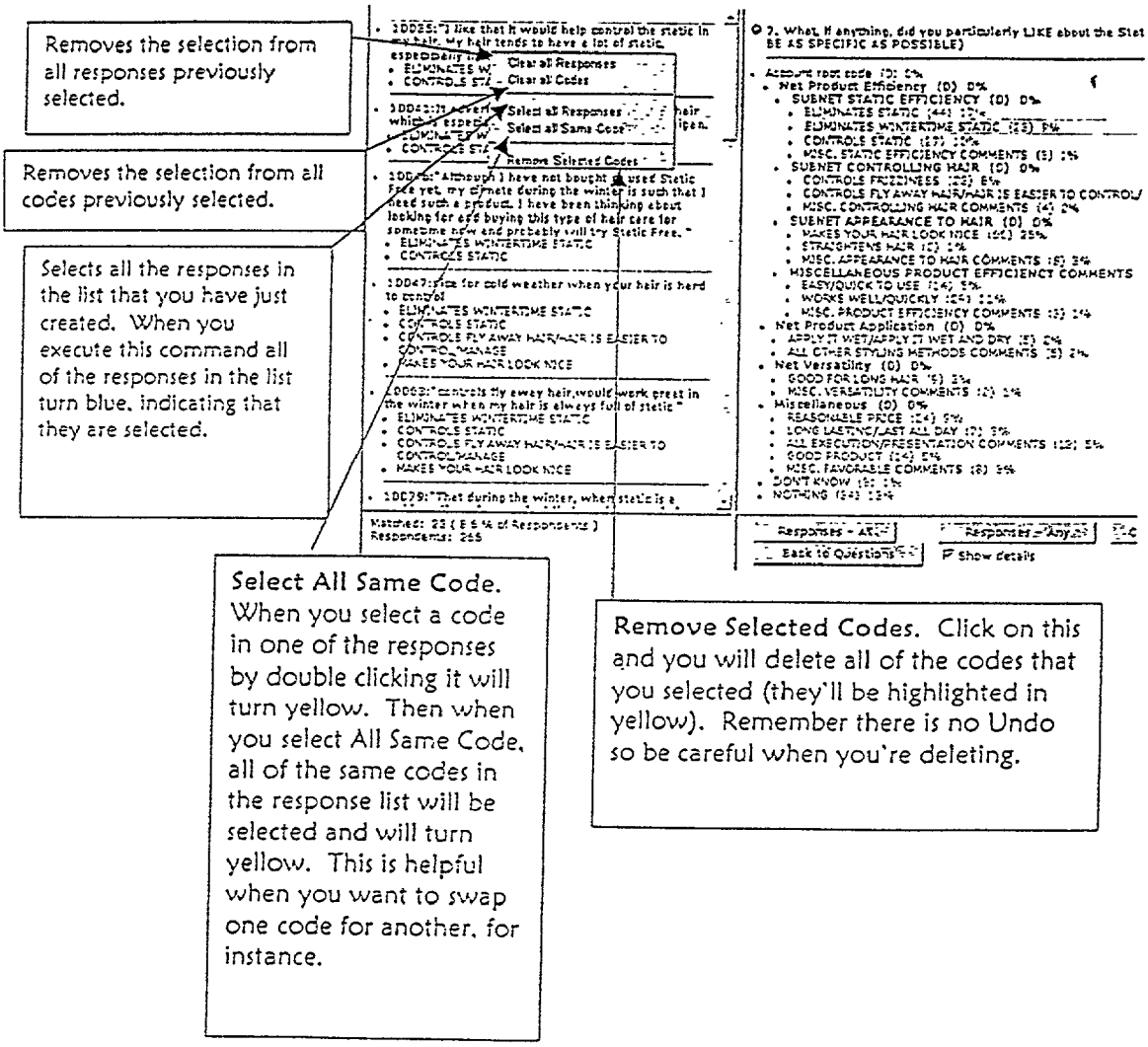
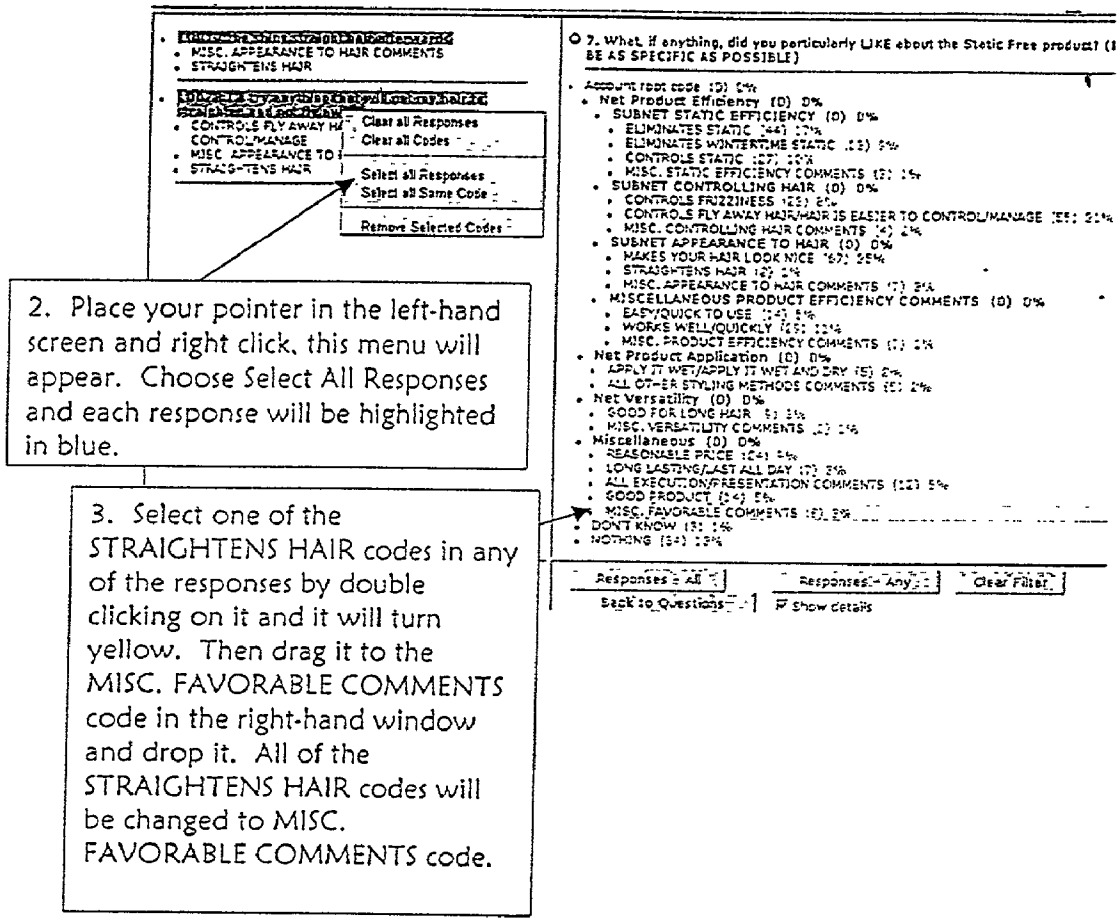

Removes the selection from all responses previously selected.
Removes the selection from all codes previously selected.
Selects all the responses in the list that you have just created. When you execute this command all of the responses in the list turn blue, indicating that they are selected.
Select All Same Code. When you select a code in one of the responses by double clicking it will turn yellow. Then when you select All Same Code, all of the same codes in the response list will be selected and will turn yellow. This is helpful when you want to swap one code for another, for instance.
Remove Selected Codes. Click on this and you will delete all of the codes that you selected (they'll be highlighted in yellow). Remember there is no Undo so be careful when you're deleting.
Clear all Responses
Clear all Codes
Select all Responses
Select all Same Code
Remove Selected Codes
Matched: 23 (8.6 % of Responses)
Respondents: 266
Responses - All
Responses - Any
Back to Questions
Show details

FIG. 34


MISC. APPEARANCE TO HAIR COMMENTS
STRAIGHTENS HAIR
CONTROLS FLY AWAY HA
CONTROL/MANAGE
MISC. APPEARANCE TO
STRAIGHTENS HAIR
Clear all Responses
Clear all Codes
Select all Responses
Select all Same Code
Remove Selected Codes
Q 7. What, if anything, did you particularly LIKE about the Static Free product? (I BE AS SPECIFIC AS POSSIBLE)
Account test code (0) 0%
Net Product Efficiency (0) 0%
SUBNET STATIC EFFICIENCY (0) 0%
ELIMINATES STATIC (44) 17%
ELIMINATES WINTERTIME STATIC (13) 5%
CONTROLS STATIC (27) 10%
MISC. STATIC EFFICIENCY COMMENTS (2) 1%
SUBNET CONTROLLING HAIR (0) 0%
CONTROLS FRIZZINESS (23) 9%
CONTROLS FLY AWAY HAIR/HAIR IS EASIER TO CONTROL/MANAGE (55) 21%
MISC. CONTROLLING HAIR COMMENTS (4) 2%
SUBNET APPEARANCE TO HAIR (0) 0%
MAKES YOUR HAIR LOOK NICE (67) 26%
STRAIGHTENS HAIR (2) 1%
MISC. APPEARANCE TO HAIR COMMENTS (7) 3%
MISCELLANEOUS PRODUCT EFFICIENCY COMMENTS (0) 0%
EASY/QUICK TO USE (14) 5%
WORKS WELL/QUICKLY (35) 13%
MISC. PRODUCT EFFICIENCY COMMENTS (1) 0%
Net Product Application (0) 0%
APPLY IT WET/APPLY IT WET AND DRY (5) 2%
ALL OTHER STYLING METHODS COMMENTS (5) 2%
Net Versatility (0) 0%
GOOD FOR LONG HAIR (1) 0%
MISC. VERSATILITY COMMENTS (1) 0%
Miscellaneous (0) 0%
REASONABLE PRICE (24) 9%
LONG LASTING/LAST ALL DAY (7) 3%
ALL EXECUTION/PRESENTATION COMMENTS (13) 5%
GOOD PRODUCT (14) 5%
MISC. FAVORABLE COMMENTS (8) 3%
DON'T KNOW (3) 1%
NOTHING (34) 13%
Responses = All
Responses = Any
Clear Filter
Back to Questions
Show details

2. Place your pointer in the left-hand screen and right click, this menu will appear. Choose Select All Responses and each response will be highlighted in blue.

3. Select one of the STRAIGHTENS HAIR codes in any of the responses by double clicking on it and it will turn yellow. Then drag it to the MISC. FAVORABLE COMMENTS code in the right-hand window and drop it. All of the STRAIGHTENS HAIR codes will be changed to MISC. FAVORABLE COMMENTS code.

FIG. 35

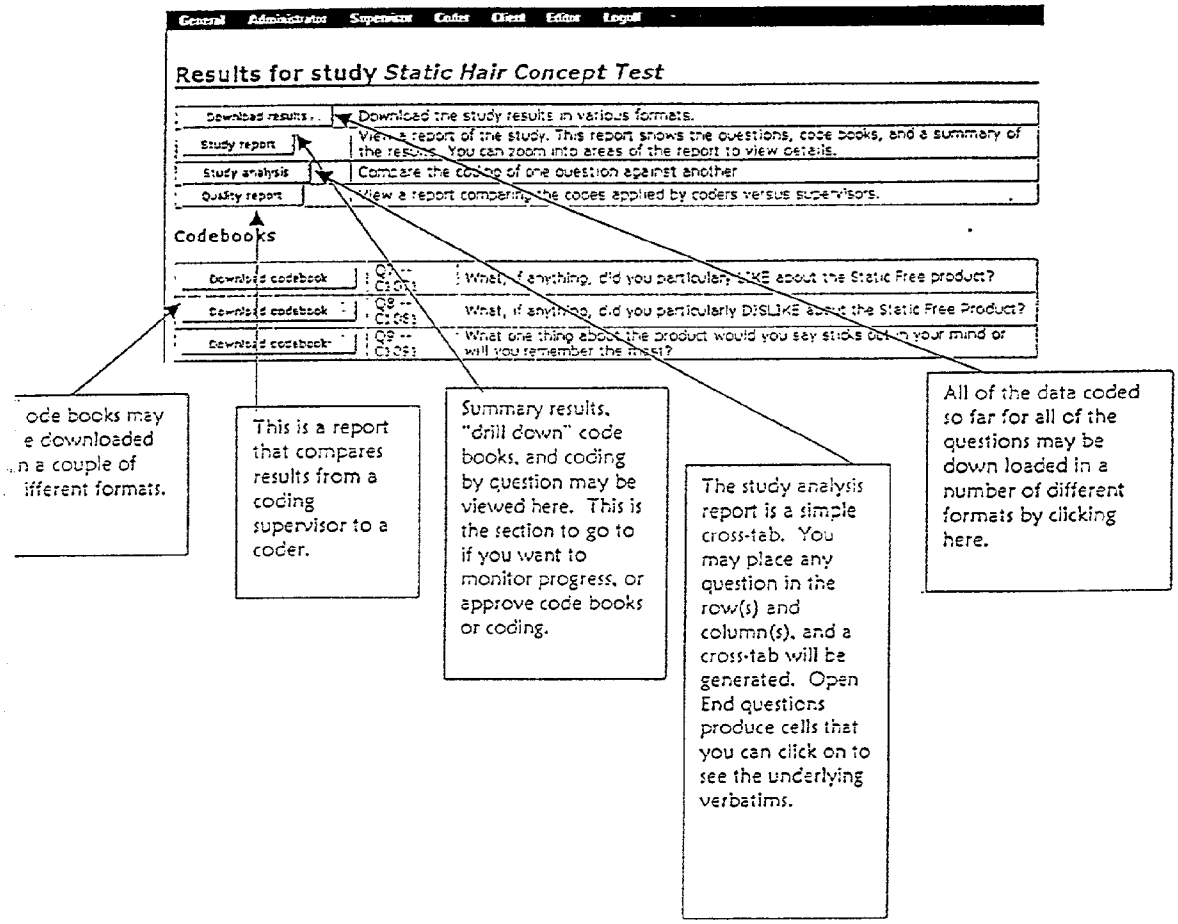

Results for study Static Hair Concept Test
Download results
Download the study results in various formats.
Study report
Study analysis
Compare the coding of one question against another
Quality report
Codebooks
Download codebook
What, if anything, did you particularly LIKE about the Static Free product?
Download codebook
What, if anything, did you particularly DISLIKE about the Static Free Product?
Download codebook
What one thing about the product would you say sticks out in your mind or will you remember the most?
ode books may e downloaded n a couple of ifferent formats.
This is a report that compares results from a coding supervisor to a coder.
Summary results, "drill down" code books, and coding by question may be viewed here. This is the section to go to if you want to monitor progress, or approve code books or coding.
The study analysis report is a simple cross-tab. You may place any question in the row(s) and column(s), and a cross-tab will be generated. Open End questions produce cells that you can click on to see the underlying verbatims.
All of the data coded so far for all of the questions may be down loaded in a number of different formats by clicking here.

FIG. 36

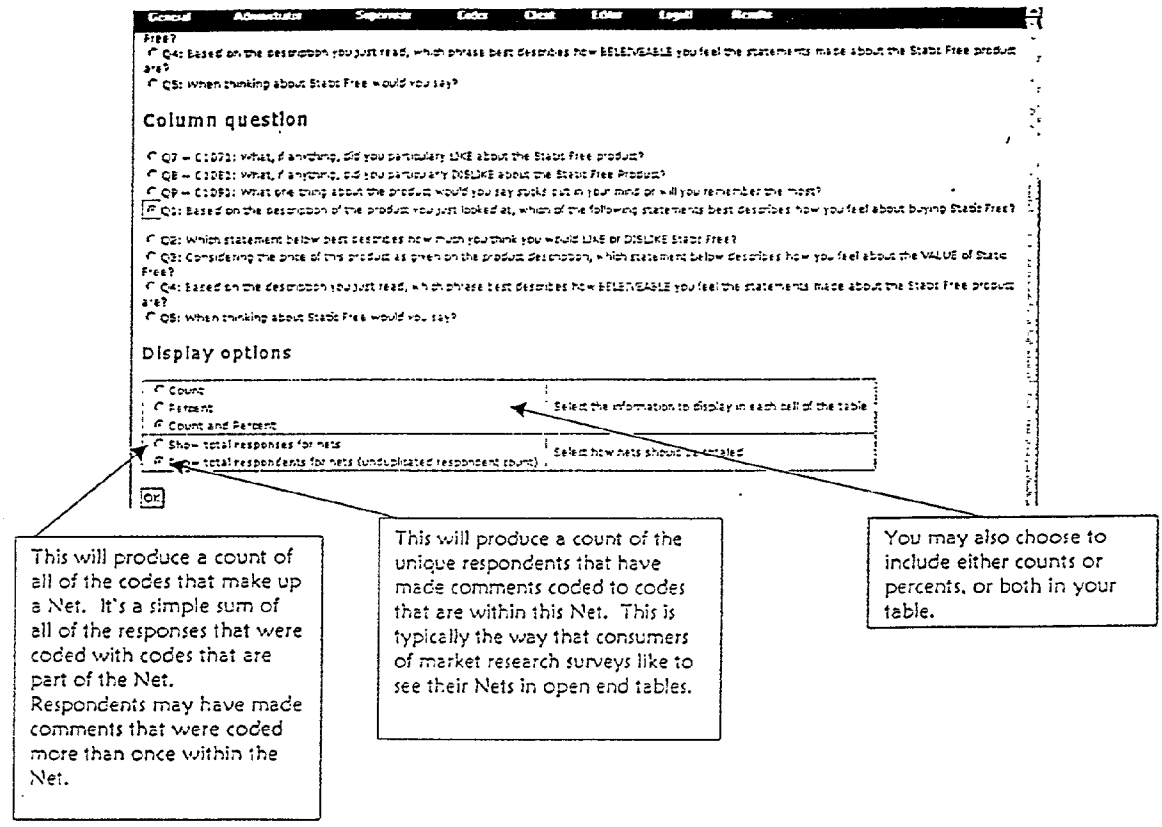

Column question
Display options
Count
Percent
Count and Percent
Select the information to display in each cell of the table
OK
This will produce a count of all of the codes that make up a Net. It's a simple sum of all of the responses that were coded with codes that are part of the Net. Respondents may have made comments that were coded more than once within the Net.
This will produce a count of the unique respondents that have made comments coded to codes that are within this Net. This is typically the way that consumers of market research surveys like to see their Nets in open end tables.
You may also choose to include either counts or percents, or both in your table.

FIG. 37

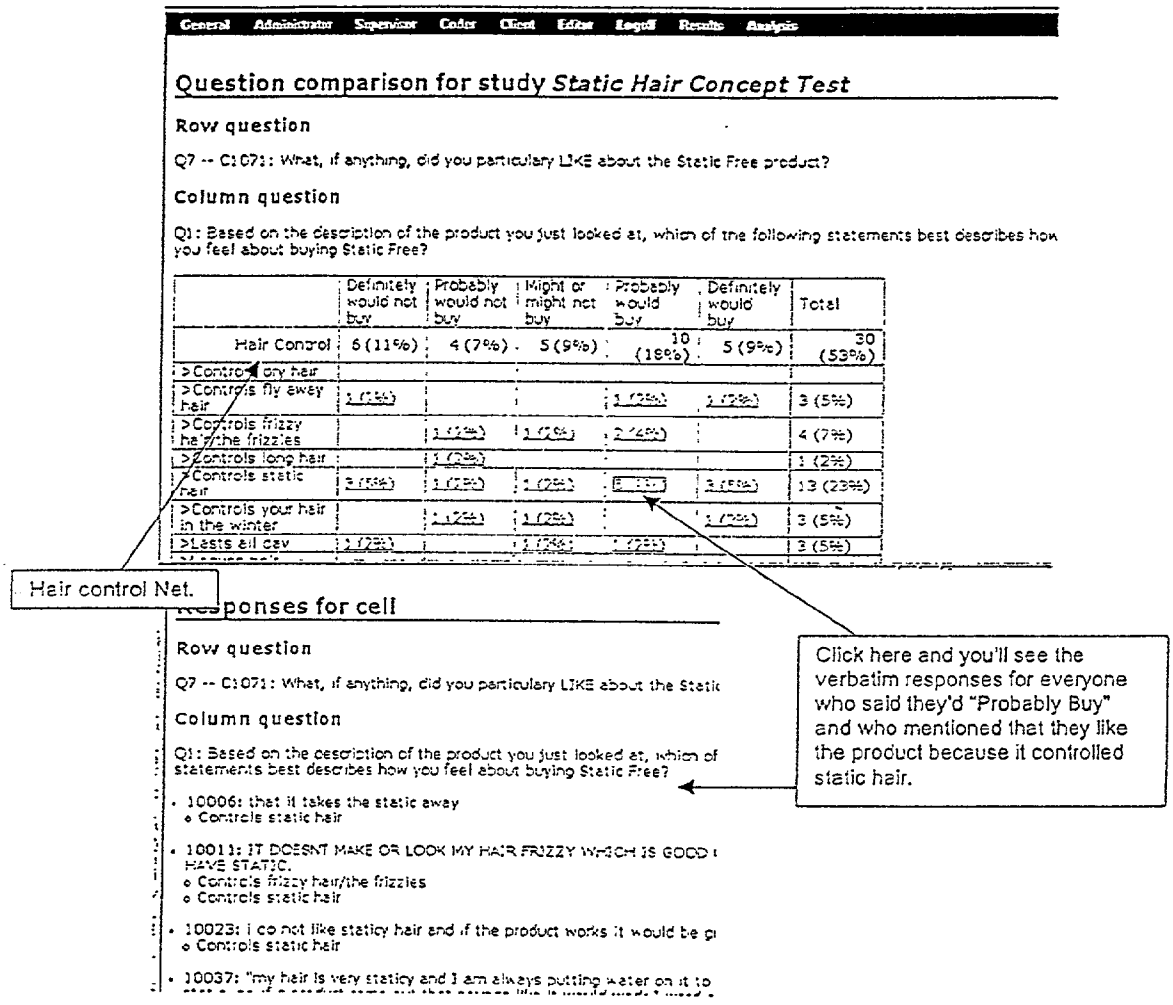

General Administrator Supervisor Coder Client Editor Logoff Results Analysis
Question comparison for study Static Hair Concept Test
Row question
Q7 -- C1071: What, if anything, did you particulary LIKE about the Static Free product?
Column question
Q1: Based on the description of the product you just looked at, which of the following statements best describes how you feel about buying Static Free?
Definitely would not buy
Probably would not buy
Might or might not buy
Probably would buy
Definitely would buy
Total
Hair Control
6 (11%)
4 (7%)
5 (9%)
10 (18%)
5 (9%)
30 (53%)
>Controls fly away hair
>Controls frizzy hair/the frizzies
>Controls long hair
>Controls static hair
>Controls your hair in the winter
>Lasts all day
Hair control Net.
Responses for cell
Row question
Q7 -- C1071: What, if anything, did you particulary LIKE about the Static
Column question
Q1: Based on the description of the product you just looked at, which of statements best describes how you feel about buying Static Free?
• 10006: that it takes the static away
o Controls static hair
• 10011: IT DOESNT MAKE OR LOOK MY HAIR FRIZZY WHICH IS GOOD HAVE STATIC.
o Controls frizzy hair/the frizzies
o Controls static hair
• 10023: i do not like staticy hair and if the product works it would be gr
o Controls static hair
• 10037: "my hair is very staticy and I am always putting water on it to
Click here and you'll see the verbatim responses for everyone who said they'd "Probably Buy" and who mentioned that they like the product because it controlled static hair.

FIG. 38

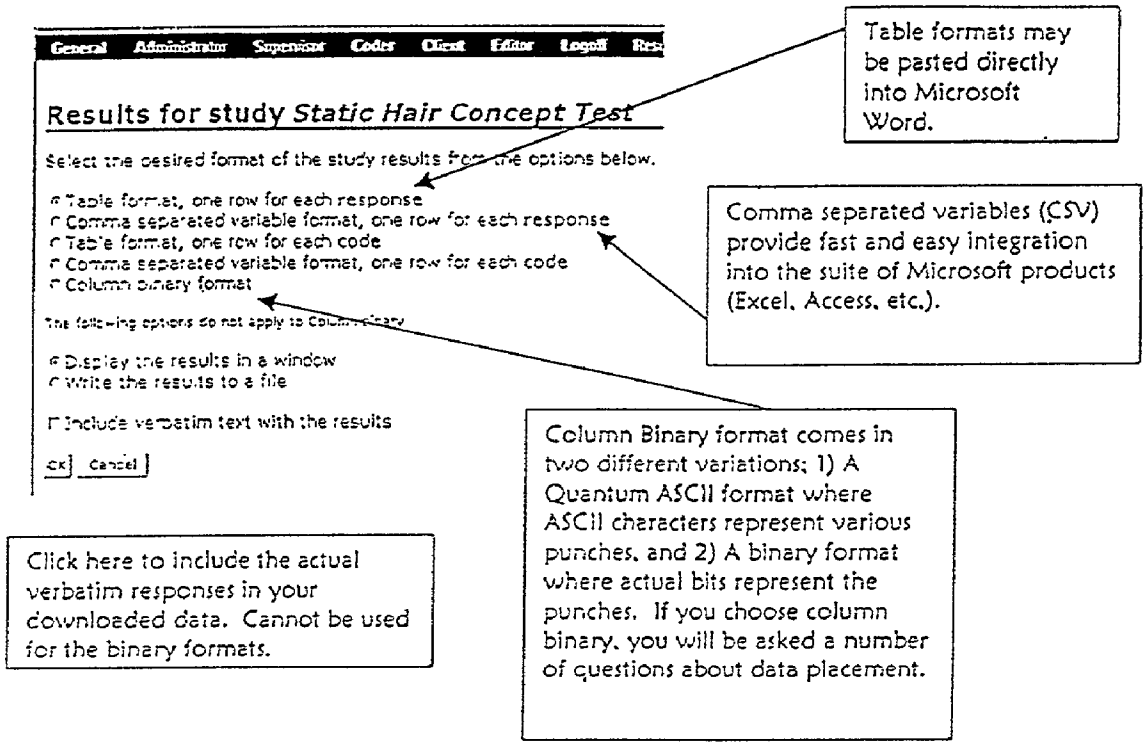

General Administration Supervisor Codes Client Editor Logoff
Results for study Static Hair Concept Test
Select the desired format of the study results from the options below.
Table format, one row for each response
Comma separated variable format, one row for each response
Table format, one row for each code
Comma separated variable format, one row for each code
Column binary format
The following options do not apply to Column binary
Display the results in a window
Write the results to a file
Include verbatim text with the results
OK Cancel
Table formats may be pasted directly into Microsoft Word.
Comma separated variables (CSV) provide fast and easy integration into the suite of Microsoft products (Excel, Access, etc.).
Column Binary format comes in two different variations; 1) A Quantum ASCII format where ASCII characters represent various punches, and 2) A binary format where actual bits represent the punches. If you choose column binary, you will be asked a number of questions about data placement.
Click here to include the actual verbatim responses in your downloaded data. Cannot be used for the binary formats.

FIG. 39

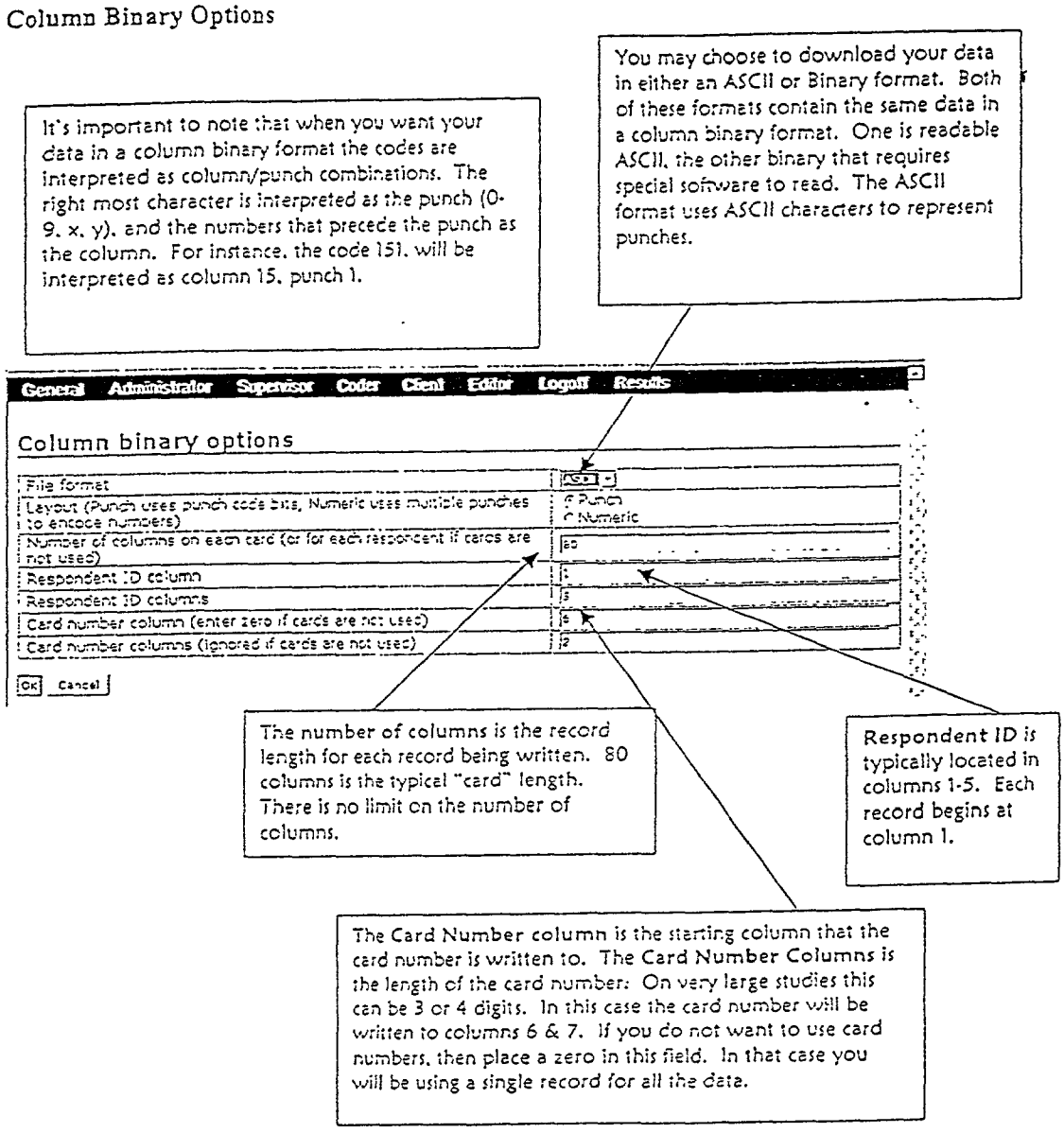

Column Binary Options
It's important to note that when you want your data in a column binary format the codes are interpreted as column/punch combinations. The right most character is interpreted as the punch (0-9, x, y), and the numbers that precede the punch as the column. For instance, the code 151, will be interpreted as column 15, punch 1.
You may choose to download your data in either an ASCII or Binary format. Both of these formats contain the same data in a column binary format. One is readable ASCII, the other binary that requires special software to read. The ASCII format uses ASCII characters to represent punches.
General Administrator Supervisor Coder Client Editor Logoff Results
Column binary options
File format
Layout (Punch uses punch code bits, Numeric uses multiple punches to encode numbers)
Punch
Numeric
Number of columns on each card (or for each respondent if cards are not used)
80
Respondent ID column
1
Respondent ID columns
5
Card number column (enter zero if cards are not used)
6
Card number columns (ignored if cards are not used)
2
OK
Cancel
The number of columns is the record length for each record being written. 80 columns is the typical "card" length. There is no limit on the number of columns.
Respondent ID is typically located in columns 1-5. Each record begins at column 1.
The Card Number column is the starting column that the card number is written to. The Card Number Columns is the length of the card number. On very large studies this can be 3 or 4 digits. In this case the card number will be written to columns 6 & 7. If you do not want to use card numbers, then place a zero in this field. In that case you will be using a single record for all the data.

FIG. 40

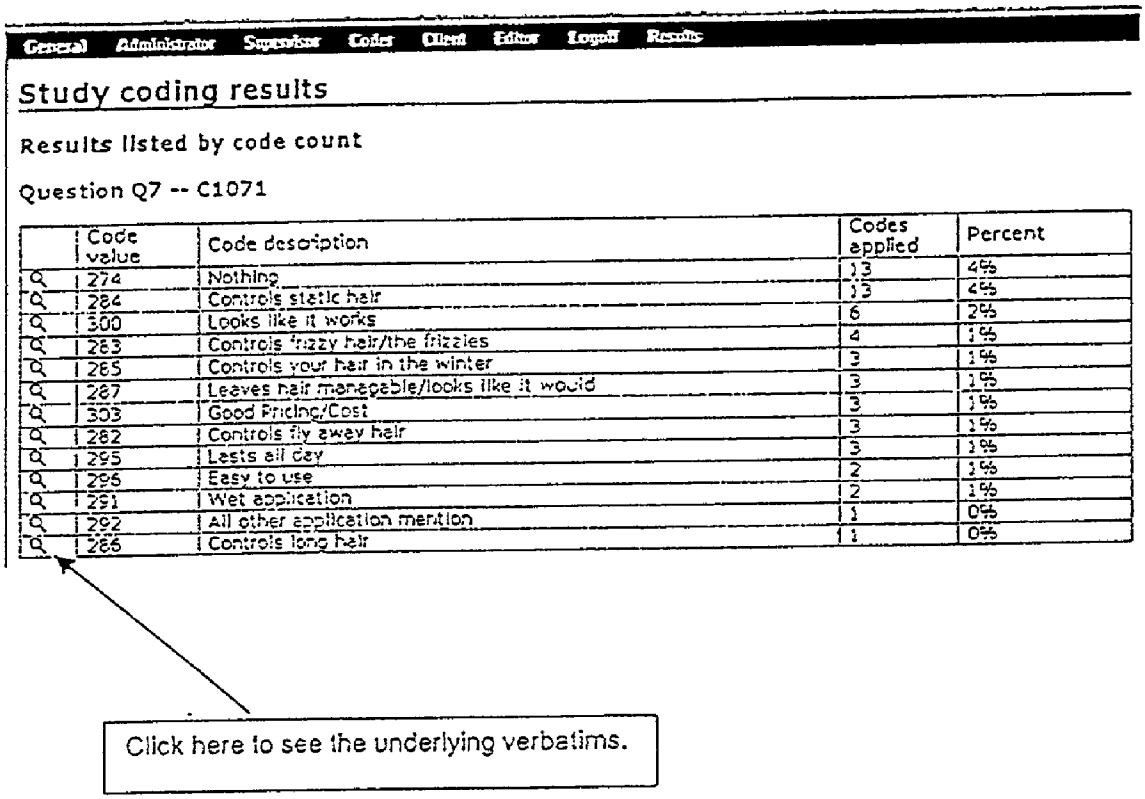

General
Administrator
Supervisor
Coder
Client
Editor
Logoff
Results
Study coding results
Results listed by code count
Question Q7 -- C1071
Code value
Code description
Codes applied
Percent
274 Nothing 13 4%
284 Controls static hair 13 4%
300 Looks like it works 6 2%
283 Controls frizzy hair/the frizzies 4 1%
285 Controls your hair in the winter 3 1%
287 Leaves hair manageable/looks like it would 3 1%
303 Good Pricing/Cost 3 1%
282 Controls fly away hair 3 1%
295 Lasts all day 3 1%
296 Easy to use 2 1%
291 Wet application 2 1%
292 All other application mention 1 0%
286 Controls long hair 1 0%
Click here to see the underlying verbatims.

FIG. 41

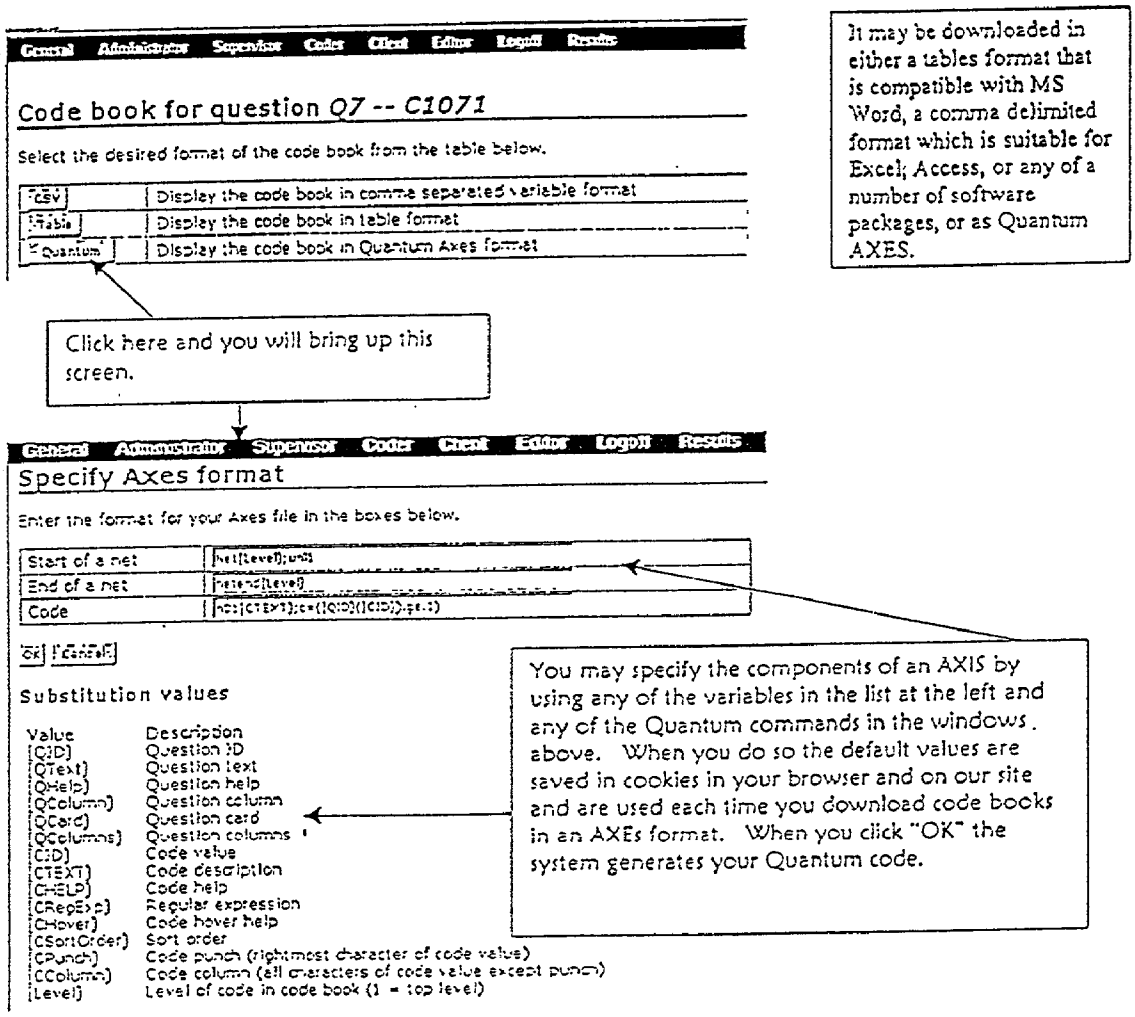

Code book for question Q7 -- C1071
Select the desired format of the code book from the table below.
csv
Display the code book in comma separated variable format
Table
Display the code book in table format
Quantum
Display the code book in Quantum Axes format
It may be downloaded in either a tables format that is compatible with MS Word, a comma delimited format which is suitable for Excel, Access, or any of a number of software packages, or as Quantum AXES.
Click here and you will bring up this screen.
Specify Axes format
Enter the format for your Axes file in the boxes below.
Start of a net
End of a net
Code
OK
Substitution values
Value
Description
[QID]
Question ID
[QText]
Question text
[QHelp]
Question help
[QColumn]
Question column
[QCard]
Question card
[QColumns]
Question columns
[CID]
Code value
[CTEXT]
Code description
[CHELP]
Code help
[CRegExp]
Regular expression
[CHover]
Code hover help
[CSortOrder]
Sort order
[CPunch]
Code punch (rightmost character of code value)
[CColumn]
Code column (all characters of code value except punch)
[Level]
Level of code in code book (1 = top level)
You may specify the components of an AXIS by using any of the variables in the list at the left and any of the Quantum commands in the windows above. When you do so the default values are saved in cookies in your browser and on our site and are used each time you download code books in an AXEs format. When you click "OK" the system generates your Quantum code.

FIG. 42

Quality Report

Question Q9 -- C1091

What one thing about the product would you say sticks out in your mind or will you remember the most?

Total responses	259	
Responses coded	63	21%
Responses quality coded	205	79%
Responses both coded and quality coded	43	
Codes applied	70	
Quality codes applied	214	
Codes added	6	85 Percentile
Codes missing	4	91 Percentile

Quality ranking: 89 Percentile

The Quality ranking is an index that scores the coder on their conformity to an expert's results. The actual score is made up of codes missing vs. the expert and codes added vs. the expert. Codes missing count off more than codes added. At Language Logic we begin to take action if the ranking slips below the 85th percentile. The Quality ranking is only displayed to people with Supervisory access or above. Clients may not see the Quality ranking.

FIG. 43

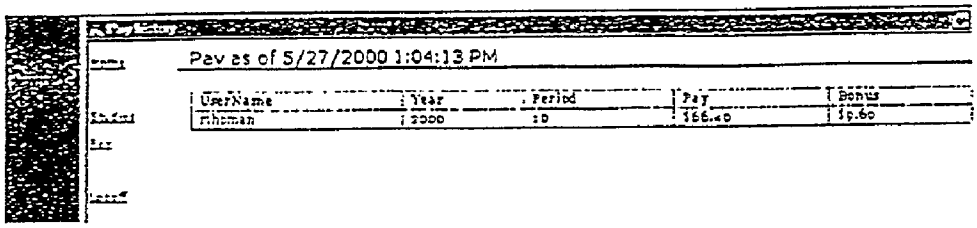


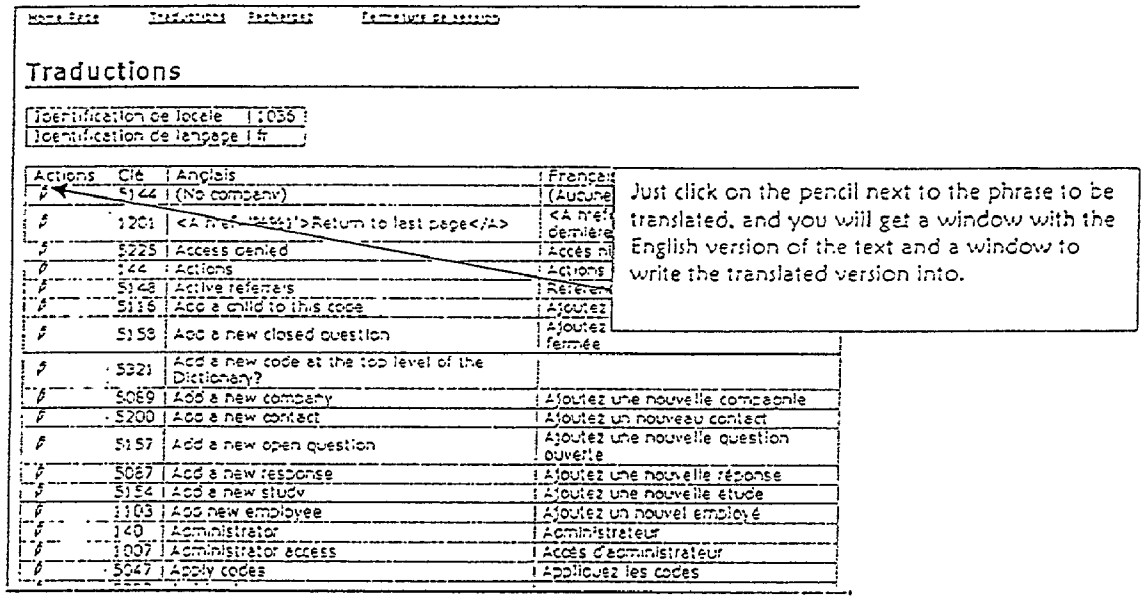
FIG. 44

Home Employees Pay Sessions Logoff

Pay as of 8/25/2000 7:07:25 AM

Employee key	User Name	Year	Period	Pay	Bonus
28	bjlayne	2000	10	$0.00	$0.00
		2000	12	$0.00	$0.00
		2000	13	$0.00	$1.56
		2000	14	$0.00	$77.16
		2000	15	$0.00	$9.15
		2000	16	$0.00	$13.98
1	cbaylis	2000	10	$23.82	$0.00
		2000	11	$116.62	$0.00
		2000	12	$46.27	$0.60
		2000	13	$23.06	$0.48
		2000	14	$40.22	$0.18
		2000	15	$24.75	$0.00
		2000	16	$44.26	$0.00

FIG. 45


Traductions
Identification de locale | 1036
Identification de langage | fr
Actions | Clé | Anglais | Français
5144 | (No company) | (Aucune
1201 | <A href="">Return to last page</A> | <A href dernière
5225 | Access denied | Accès ni
144 | Actions | Actions
5148 | Active referrers | Référen
5135 | Add a child to this code | Ajoutez
5158 | Add a new closed question | Ajoutez fermée
5321 | Add a new code at the top level of the Dictionary? |
5089 | Add a new company | Ajoutez une nouvelle compagnie
5200 | Add a new contact | Ajoutez un nouveau contact
5157 | Add a new open question | Ajoutez une nouvelle question ouverte
5087 | Add a new response | Ajoutez une nouvelle réponse
5154 | Add a new study | Ajoutez une nouvelle étude
1103 | Add new employee | Ajoutez un nouvel employé
140 | Administrator | Administrateur
1007 | Administrator access | Accès d'administrateur
5047 | Apply codes | Appliquez les codes
Just click on the pencil next to the phrase to be translated, and you will get a window with the English version of the text and a window to write the translated version into.

You should be careful to preserve the symbols in the text because they govern the way the other text strings are inserted into the text string that you are translating.

FIG. 46

METHOD FOR CONDUCTING AND CATEGORIZING DATA

BACKGROUND OF THE INVENTION

[0001] 1. Technical Field

[0002] The present invention relates to data processing and more particularly to data processing in the fields of linguistics and business methods. Still more particularly, the present invention relates to business methods useful in categorizing and coding responses to surveys.

[0003] 2. Background Information

[0004] In the practice of conducting consumer and other surveys, open end coding is the process by which verbatim responses are assigned to categories. These categories represent the concept that the verbatim responses are expressing. It is a common task in the survey research industry to ask for verbatim responses from people who are interviewed. In many cases, small number of open ended questions are distributed within the larger number of closed ended questions. Such open ended questions might be there to clarify some of the closed end questions or to reveal information that is difficult to anticipate in a closed end category or to confirm closed end responses or as a way to generate ideas or concepts.

[0005] Referring to **FIG. 1, a** typical prior art method for categorizing and coding verbatim responses to a survey is shown. In a first step at block **10**, key concepts in the verbatim response are located. An example of such a verbatim responses are shown in Table 1 with reference to block **10**. In the next step shown in block **12**, the analyst manually searches the verbatim response for matching concepts in a code book. Examples of such matching responses are shown adjacent block **12** in Table 1 with reference to block **10**. In the next step shown in block **14**, the analyst then records codes for such matching concepts. For example, and referring to Table 1 the codes "attractive model", "has similar problems/experience", "good pricing", and "works in winter" are selected from the available codes in the code book from the interviewee's response.

TABLE 1

BLOCK 10
I liked the appearance of the model in the ad. I have similar problems with static in my own hair. I can believe that this product would work well, especially in the winter. And the price is right!
BLOCK 12
Ad Appeal
Good colors
Catchy slogan
Attractive Model
Believability
Faith in company
Agrees with product concept
Has similar problem/experience
Good pricing
Works in dry conditions
Works in winter

TABLE 1-continued

BLOCK 14
Attractive model
Has similar problems/experience
Good pricing
Works in winter

[0006] A difficulty with the prior art method of categorizing and coding verbatim responses is that it is expensive and time consuming since each response has to be individually studied by an analyst. The prior art method of categorizing and coding verbatim responses also may be somewhat subjective since each analyst studying the response may perceive somewhat different concepts in the verbatim responses. Furthermore, the possibility of erroneous conclusions based on differences in the languages in which the verbatim responses are obtained also exist.

BRIEF SUMMARY OF THE INVENTION

[0007] It is an object of the present invention to provide a quick, easy, and cost effective method of categorizing and coding verbatim responses.

[0008] It is another object of the present invention to provide a highly objective method of categorizing and coding verbatim responses.

[0009] It is still another object of the present invention to provide a method of categorizing and coding verbatim responses which may be adapted for use in a plurality of languages.

[0010] These and other objects are met by the present invention which is a method of analyzing a verbatim text comprising the steps of storing the verbatim text in an electronic memory device, identifying at least one concept in said verbatim text and linking said concept to a code.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

[0011] The present invention is further described with reference to the accompanying drawings in which;

[0012] **FIG. 1** is a schematic flow diagram illustrating a prior art method for categorizing and coding verbatim responses to surveys;

[0013] **FIG. 2** is a schematic flow diagram illustrating a preferred embodiment of the present invention for categorizing and coding verbatim responses to surveys; and

[0014] FIGS. **3-46** are views of the computer monitor screens used in the practice of an example of the method of the invention.

DETAILED DESCRIPTION OF THE INVENTION

[0015] Referring to **FIG. 2**, the fist step in the method of the present invention is shown in block **16** in which the verbatim text is scanned using the regular expression for each code. The user may also directly enter the verbatim response into the memory of a computer at the time of the interview. Alternatively, another person may enter the ver-

batim response after the time of the interview. Again, the same example verbatim response as is shown in **FIG. 1** is shown with reference to block **16** in Table 2. In the next step of this method is shown in block **18**. Each concept is highlighted, thus linking such concept to a code. The highlighted concepts are shown with reference to block **18** in Table 2. In the next step of the method as is shown in block **20**, matching is verified by using a hover text. Verification is shown adjacent block **20** in **FIG. 2**. Then there is a confirmation of correct coding by clicking in the verbatim text as is shown in block **22**. The confirmed codes, "attractive model", "has similar problems/experience", "good pricing", and "works in winter".

TABLE 2

BLOCK 16
I liked the appearance of the model in the ad. I have similar problems with static in my own hair. I can believe that this product would work well, especially in the winter. And the price is right!
BLOCK 18
I liked the appearance of the model in the ad. I have similar problems with static in my own hair. I can believe that this product would work well, especially in the winter. And the price is right!
BLOCK 20
I liked the appearance of the model in the ad. I have similar problems with static in my own hair. I can believe that this product would work well, especially in the winter. And the price is right!
BLOCK 22
Attractive model Has similar problems/experience Good pricing Works in winter

[**0016**] Those skilled in the art will appreciate that individual users may practice the method of the present invention on a computer network. Users may also make use of the internet which is a global collection of computer networks that provide individual users the ability to access internet services including the worldwide web (web). When making use of the internet, users will remotely login to high power computers known as servers connected to the internet.

[**0017**] Those skilled in the art will appreciate that the method of the present invention may be adapted for use in a plurality of languages.

[**0018**] In a preferred embodiment the logic flow to process a sample page in a web site which is used with this method. The page consists of standard HTML tags interspersed with identifiers for strings that need to be translated. An example of such an identifier is <%=XL.S(104)%>. This means "replace this with text string number 104 rendered in the language in use by the client." An example of a page using making use of this method is shown in Table 3 below for translation.

TABLE 3

```
<HTML>
<BODY>
<OBJECT id=LLISupport PROGID="LLSupport.Translator"
RUNAT="Server"></OBJECT>
<H1><%=XL.S(104)%></H1>
<H2><%=XL.SS(103, FirstName)%></H2>
</BODY>
</HTML>
```

[**0019**] When a client navigates to a page in the web site, the logic flow is as listed in Table 4 below. The columns represent the four major actors in the scenario. These actors are:

[**0020**] Client

[**0021**] The client web browser, such as Microsoft Internet Explorer. The client is connected to the Web Server via the Internet.

[**0022**] Web Server

[**0023**] The software component that services requests from the Client. The innovation is applicable to any web server. We have implemented it on Microsoft Internet Information Server (IIS).

[**0024**] XL Object

[**0025**] An in-memory software object that maintains a set of translation strings. The innovation does not require this component. This component was added to improve the performance of the implementation by caching the translated strings from the database.

[**0026**] Database server

[**0027**] A repository of translated strings. In our implementation the database server is Microsoft SQL Server, but the innovation is applicable to any database server.

TABLE 4

Client	Web Server	XL Object	Database server
Client browser sends an http request to view a page. The header of this request contains an HTTP ACCEPT LANGUAGE field that lists the languages acceptable to the client in order of preference.			
	The web server locates the requested page, and begins to prepare it for return to the client. The web server checks for an established session for this client. Because this is the first request from this client, there is no session. The web server asks for the client's credentials (username and password). The web server creates a session for this client. It passes the credentials for client to the XL		

TABLE 4-continued

Client	Web Server	XL Object	Database server
	Object, along with the list of acceptable languages.		
		The XL object submits a database query for a list of translations specific to this client, and for the first acceptable language. If this fails the process continues with the next acceptable language. As a final resort a query is made for English strings.	
			The database server returns the strings for this combination of client and language. Each string is identified by a numeric code.
		The XL Object stores the strings in a collection indexed by the numeric code that identifies the string.	
	For each string in the page marked by the <%=XL.S(104)%> syntax, the web server requests the translated string from the XL Object.		
		The XL object locates the string in its collection of cached strings, using the numeric key. It returns this string to the web server.	
	When all strings have been translated, the web server sends the response to the client. In this response all strings marked by the <%=XL.S(104)%> syntax have been resolved to their translated values.		
The client browser renders the page in the preferred language of the user.			

[0028] Returning to the preferred embodiment above, the original page had the form shown on Table 4.

[0029] After the string substitution process the page has the form shown on the following Table 5.

TABLE 5

```
<HTML>
<BODY>
<OBJECT id=LLISupport PROGID="LLSupport.Translator"
RUNAT="Server"></OBJECT>
<H1>Welcome to Language Logic</H1>
<H2>Hello Charles!</H2>
</BODY>
</HTML>
```

[0030] This would be rendered by the browser for display as:

[0031] Welcome to Language Logic

[0032] Hello Charles!

[0033] If the preferred language were French, and if the client had populated the database with translations to French, the page might appear as is shown on the following Table 6.

TABLE 6

```
<HTML>
<BODY>
<OBJECT id=LLISupport PROGID="LLSupport.Translator"
RUNAT="Server"></OBJECT>
<H1>Bienvenue au Language Logic</H1>
<H2>Bonjour Charles!</H2>
</BODY>
</HTML>
```

[0034] A key feature of this method is that the translations to any desired language are performed by the user. The user translates the web site by viewing a special page on the site that lists all of the strings used on the site in their English version, with the translation to the preferred language dis-

played to its right. An example of a portion of that screen is shown below on Table 7. In this case the preferred language for the client is German.

TABLE 7

		Übersetzungen Lokale Identifizierung 1031 Identifizierung der de Sprache	
Aktionen	Schlüssel	Englisch	Deutsch
	5490	{-- Copied from %%1 --}	{-- Kopiert von %%1 --}
	5491	{-- Copied to %%1 --}	{-- Kopiert nach %%1 --}
	5144	(No company)	(Keine Firma)
	1201	<A href='%%1'>Return to last page</A>	<A href='%%1'>Zurück zur letzten Seite</A>
	5535	<P>CFMC conversion complete</P>	<P>CFMC Umwandlung vollendet </P>
	5534	<P>Converting from CFMC Data File...</P>	<P>Umwandlung von CFMC Datei...</P>
	5531	<P>Converting from Excel Data File...</P>	<P>Umwandlung von Excel Datei...</P>
	5537	<P>Converting from Tab Delimited text file...</P>	<P>Umwandlung von Tab Delimited Textdatei...</P>
	5530	<P>Data saved successfully</P>	<P>Daten erfolgreich gespeichert</P>
	5536	<P>Error during conversion of CFMC file<P>	<P>Fehler während Umwandlung von CFMC Datei<F
	5532	<P>Excel conversion complete</P>	<P>Excel Umwandlung beendet</P>
	5533	<P>Excel error during conversion<P>	<P>Excel Fehler während Umwandlung<P>
	5529	<P>Saving input data...</P>	<P>Speichern von Eingabedaten...</P>
	5538	<P>Tab Delimited conversion completed</P>	<P>Tab Delimited Umwandlung beendet</P>
	5495	A column containing the Respondent ID could not be found Be sure the word SessionID or RespondentID is the first cell of the column containing response identifiers	Es konnte keine Spalte mit der Antwortendenidentifizi gefunden werden Überprüfen Sie, ob das Wort Sitzungsidentifizierung oder Antwortendenidentifiziert Zeile der Spalte mit den Antwortidentifizierungen ist!

[0035] The user can edit any translation by clicking the pencil icon to the left. Changes to translations are saved in the database, keyed by client username and numeric string identifier.

[0036] The method of the present invention is further described with reference to the following example.

EXAMPLE

[0037] 1. Starting.

[0038] By way of an example, as is shown in **FIG. 3**, the user is first asked for his user name and password. As is shown in **FIG. 4, a** home menu may be provided which allows the user to access a user manual and updates thereto. As is shown in **FIG. 5, a** log off screen may also be provided which provides the user with various information regarding his current session. In **FIGS. 6 and 7**, the user may also be provided respectively with screens which allow editing of employee information who are authorized to use the system and with company. Such companies may be either clients or clients of clients. Further, as is shown in **FIG. 8, a** screen may be provided in which company contact information may be edited.

[0039] 2. Loading Data.

[0040] Referring to **FIG. 9**, to load data to the entire study the person loading the data may sign on to the site and download the data by selecting the study for which data is to be loaded in the clicking of the load icon. The screen change figure will then appear to the user to enable the user to click on the load button, which will load data to each question of the study or this file. After such data has been loaded, a screen similar to **FIG. 10** will describe the results of the load. A screen such as **FIG. 11** may also be provided to delete loaded data and to view a summary of data loads.

[0041] 3. Creating a Study and Study Components.

[0042] Referring to **FIG. 12, a** screen may then be provided in which a study is created. On this screen not only may a new study be added but a study may be edited, or a study may be deleted. For editing of a study a screen such as is shown in **FIG. 13** may be displayed in which the user may change the status, study name, supervisor, client, and customer a description of the study. Various text information on which may be useful to the user may also be changed. The deletion of the study may be accomplished by means of a screen as shown in **FIG. 14**. Questions may be added or edited by means of a screen as is shown in **FIG. 15**. Two basic types of questions may be posed which are open ended questions and closed ended questions. Open ended questions are answered with verbatim text, typed in by the respondent over the internet, described verbally to a phone operator or written. Closed end questions ask for a "discrete" response usually from a list of possible responses. Open ended responses are what is coded for the user. A closed end question provides context about what the respondent has answered in the survey. At times closed end questions are critical to understanding a verbatim response, when for instance the open end question says, "You said X about Y, why did you say that?" Where X and Y are answers to closed end questions in many cases ratings. Closed end questions may also be used in the study analysis function to build tabulated report as is described hereafter. An open ended question may be added by means of a screen as is shown in

FIG. 16. The screen shown at **FIG. 17** will allow the user to go between creating a new code book or code from another study. After the user has either copied the code book or declined a copy of code book he will be presented with a screen as is shown in **FIG. 18** in which he will be able to edit questions. In order to add a closed end question the user will click on "Add a new closed end question" and a screen as is shown in **FIG. 19** will appear which will allow the user to enter the closed end question text and question ID. The value of a particular response to a closed question may be shown on the screen shown in **FIG. 20**. The value of the actual response value that is written into data during the course of the study. The description is the description of the response category.

[**0043**] 4. Coding Verbatim Questions.

[**0044**] Referring to **FIG. 21** in selecting the study and the questions to code, a Studies Available screen is initially displayed. On this screen a quality mode may be selected. The quality mode provides capability to compare coding results against an expert's coding. On this screen the study name will also be identified as will the amount of responses that have been loaded for all the questions in the study and the number of responses not yet coded. **FIG. 22** shows the next screen on which the study was selected. **FIG. 23** displays a coding window. On this screen the user will be able to click on various categories to see all responses that have been coded with a particular category. The screen also enables the user to click on a particular verbatim response to select that category to code this verbatim response.

[**0045**] On the "Auto Coding" function on the **FIG. 24** automatically codes exact textual matches. That is, when a verbatim is coded and other verbatims for the same question have the exact text they will be coded automatically the same way. For example if the question is "What did you like about the product?" The auto coding function will come into play if the answer is "nothing". When 200 people have been asked this question, for example, and 80 of them say "nothing", then as soon as the first coder, codes the first "nothing" response the data base is searched for all other "nothing", responses and all 80 of these responses are coded with a nothing code.

[**0046**] The user may select the code by either choosing it from the code book in the upper right hand corner of **FIG. 23**, or if it appears that the system has chosen correctly, chose the underline or bolded text. In any case, the user will double click on his choice and the code will appear in the window directly below the response text window. The used then must click on "Apply Codes" to confirm his choices. If there are multiple ideas expressed in the response text then multiple codes are appropriate.

[**0047**] The system may also be designed so that underlined and bolded text in the open ended response means that the text is probably associated with the coding category.

[**0048**] The "Undo Code" function shown on **FIG. 25** allows the previous code that was applied to be disregarded. The user may undo as many codes as he applies during a single session, If the user undoes the code previously applied, the system assumes that he skipped a response.

[**0049**] The user may also go to the home page at any time. The user may view the question list, i.e. "Chose Another Question", at any time. The postponed responses are used when the user does not want to code this response until all others have been coded.

[**0050**] Referring to **FIG. 24**, the screens are shown in which the user may refer a response in a box to his supervisor in which the supervisor replies to the referral.

[**0051**] Referring to **FIG. 25, a** screen is shown in which a function is provided to allow the user to reclassify the response to another question. For instance, to reclassify a "likes" verbatim response has been made or to a "dislikes" question to likes question when the user clicks on the reclassified button, a window will appear with identifiers for all the questions in the study.

[**0052**] 5. Building a Code Book.

[**0053**] The code book is a list of categories that the coder will chose from when coding a response. It applies to a single question. The code book is also referred to as the code frame or the code method. There are a number of important terms and concepts in the system of the present invention. A "Code Dictionary" is a data base that stores all the code books. It is important that the Code Dictionary structure be designed to ensure quick access to the codes, typically code book templates in repetitively used code books are stored in the Code Dictionary. A "Code Book" refers to codes that are used as a specific questions in a specific study. They may be copied from a question that already has a code book definition or from the dictionary of codes. The user may also build the question indirectly. Both code books and code dictionaries are stored and displayed in a hierarchy of parent and children.

[**0054**] Referring to **FIG. 26, a** screen is shown by means of which the code dictionary is built. When the user edits a code book, the code dictionary always appears on the right side of the screen. **FIG. 27** is a further screen used in building the code book. On the left side of the screen there is a question code book. These are the codes that will be used to code the question. They are copied from the code dictionary and placed "In the Question". The user may change them to be specific to the question once they have been copied from the code dictionary. On the right side of the screen shown in **FIG. 27** there is a code dictionary which is a data base of codes. These codes may be thought up as main "ideas" that will make a specific to a question after the user has copied them to a question. On the screen the red dot is a copy symbol, the pencil is an edit symbol, the X is a delete symbol and the opening file symbol means to copy all the children of a parent.

[**0055**] Referring to **FIG. 28 a** screen is shown by means of which a question code book may be created. That is after the open ended question has been created the user may begin to develop the code book for that question. In many cases the user will change codes, and he can use the code book by coping them into the code book, in other cases the user may have to entirely generate the question code book by creating the codes in the code dictionary and then copying them to the code book and making modifications to them.

[0056] Referring to **FIG. 29 a** further screen for generating the code is displayed.

[0057] 7. Re-Coding.

[0058] The three main reasons to perform the re-coding allows the codes to be checked. Secondly, the code books may be built through a quantitative examination of the ideas contained in the verbatim responses for each question. Finally, re-coding may used as an advance mode of coding of and can reduce the coding from brand list from hours to minutes. Re-coding can also be used to test expressions, code brand list quickly, delete codes, add codes to the code book, edit codes in the code book, re-net or move codes from one net to another, copy and paste a code book from MS Word or exchange one code in the response for another. Which may be used as such re-coding as shown in **FIG. 30**.

[0059] Referring to **FIG. 32 a** screen is shown in which the re-coding employs "Drag & Drop" technique. To allow a code to be moved from one sub-net to another.

[0060] Referring to **FIGS. 33 and 34** screens are shown which enable the user to re-code functionality and manipulate the code book. In **FIG. 33** the user will click on and highlight a code or a net and then right click to bring up the menu shown in that figure. In **FIG. 34** the screen is shown in which the left hand side of the screen contains responses that the user selected either through an expression tester or by asking to see responses for a code or set of codes. After the list is on the left hand side window the user may right click the menu illustrated on the figure. In the example shown in **FIG. 34**, the user asks for all respondents that were coded with "eliminates winter time static".

[0061] In order to re-code the user sets up the code book so that he has tabs to represent his net structure. For example, the format in the user's notepad could be as shown in the following Table 8.

TABLE 8

NET 1
Code1
Code2
Code3
Coden
NET2
Code1
Code2
Code 3
Coden

[0062] User can use sub-nets to any level but must make certain that tabs are used to sub-net form nets, from codes. The user copies a formatted text by highlighting and executing the copy command. The user selects insertion of the codes and the codes are inserted into his code book. He will then need to fill in any other code information by selecting codes, right clicking and selecting properties. Referring to **FIG. 35**, the screen is shown which allows the exchange of one code for another. For example, the user may want to change all the responses that are coded with "straightens hair" to "misc. favorable comments" because the percentage of people mentioning "straightens hair" is too low at 1%. To effect the change, in the right hand window, the user highlights the "straightens hair" and presses the "responses all" button at the bottom of the screen. All the responses coded with "straightens hair" will appear in the left hand window.

[0063] A new code may also be created from a combination of codes. For example, if the user wishes to create a new code "really, really easy", for all the respondents who are coded with both "works well/quickly" and "easy/quick to apply". In such a code the following procedure would be followed. The user would highlight both "works well/quickly" and "easy/quick to apply". He would then click on the "responses any" button he would see a list of all responses that have both codes. The user then would then make a code called "really, really easy". With the code each of the responses displayed in the right hand window by dragging the "really, really easy" code to each of the responses. If the user wanted to delete the codes from the responsor he would highlight code that he wants he wants to delete and double clicking on them and right click and choose delete.

[0064] 7. Regular Expressions.

[0065] A regular expression is a pattern used to match text. Each code in a code book can have an associated regular express. When a verbatim response is displayed to a coder, it is first compared to each regular expression defined in the code book for the question. If a match is found the matching text is underlined and highlighted. If the coder clicks on the underlined text, the code that matches the text is selected.

[0066] For simple regular expressions, the user should never use upper case letters in the regular expression. Matching is always sensitive. Letters and digits in the regular expression matched the corresponding text in the verbatim response as is, for example, shown Table 9 below. It will be seen in this Table 9 these regular expressions simply match the same sequence of characteristics in the verbatim text.

TABLE 9

Verbatim response	Regular expression	Result
I love cats	love	I love cats
I love dogs	dog	I love dogs
I LOVE DOGS	o	I LOVE DOGS

[0067] In matching words the user would use angle brackets around the characteristics to mean "match this word" as is for example shown in Table 3 below. It will be noted that the first regular expression matches the "cat" in "Catawba", which is probably not the desire results. By putting "cat" in angle brackets we match only that exact words.

TABLE 10

Verbatim response	Regular expression	Result
The cat likes Catawba melon	cat	The cat likes Catawba melon
The cat likes Catawba melon	<cat>	The cat likes Catawba melon

[0068] Often the user may want to match words that begin with a certain sequence of characteristics. In this case two angle brackets are used at the end of each work to mean "match that word that begins with these characters" as is for example shown in Table 11 below.

TABLE 11

Verbatim response	Regular expression	Result
I like Cadillacs and Catalinas	<cad>>	I like Cadillacs and Catalinas
I like Cadillacs and Catalinas	<ca>>	I like Cadillacs and Catalinas

[0069] The user can also match words that end with a certain sequence of characters. The user would use two angle brackets at the start to the words to mean "match words that end with these characters" as is for example shown in Table 12 below.

TABLE 12

Verbatim response	Regular expression	Result
I use USMail, email, and SnailMail	<<mail>	I use USMail, email, and SnailMail
I use US Mail, e-mail, and Snail Mail	<<mail>	I use US Mail, e-mail, and Snail Mail
I use US Mail, e-mailing, and Snail Mail	<<mail>	I use US Mail, e-mailing, and Snail Mail

[0070] It will be noted that in the above examples that the definition of a word matching is a continuous sequence of characters. Word matching stops at punctuation marks and spaces.

[0071] Finally the user may also use two angle brackets to start at the end of a word to mean "match words that contain these characters" as is for example shown in Table 13 below.

TABLE 13

Verbatim response	Regular expression	Result
I send mail by USMailing, emailing and SnailMail	<<mail>>	I send mail by USMailing, emailing, and SnailMail

[0072] It is critical that opening angle brackets are matched with the closing angle brackets. Any of these examples would cause a regular expression matching not to work as is shown in Table 14 below.

TABLE 14

>cat<
<cat
cat>>

[0073] To help make the use of regular expressions easier, the verbatim response is "normalized" before it is compared to the users regular expressions. The type of normalization depends on the language that the user selects for his browser. For English, normalizations shown in Table 15 are performed.

TABLE 15

This word in the verbatim response	Is replaced with this word
1st	first
2nd	second
3rd	third
can not	cannot
dont	do not
do'nt	do not
wont	will not
wo'nt	will not
isnt	is not
is'nt	is not
n't	not
cuz	because
&	and

[0074] The result of these normalizations is displayed on the coders screen and it also used for regular expression matching. For western languages other than English, are the normalizations shown on the following Table 16.

TABLE 16

These characters in the verbatim response	Are converted to these characters
àáâãäå	a
ç	c
èéêë	e
ìíîï	i
ñ	n
òóôõö	o
ùúûü	u

[0075] The results of these normalizations are not found on the codes screens but are useful for expression matching. The user will, therefore, not use characters with diacritical marks in regular expressions. The user will use letters without the diacriptical. Thus, such letters will match the same letter in the verbatim response, with or without diacriptical block.

[0076] To match phrases the uses the same phrase inside angle brackets as is for example shown in the following Table 17.

TABLE 17

Verbatim response	Regular expression	Result
I love cats	<love cat>>	I lovecats

[0077] The user can match phrases that are bonded by certain words. The user will use three dots in the regular expression to mean "skip up to 30 characters" as is shown for example in Table 18. It will noted that the third and fourth examples in Table 18 do not give the desired result the third one matched but the phrase is not the intended phrase, the fourth did not match because of comma between "love" and "cats".

TABLE 18

Verbatim response	Regular expression	Result
I love cats	<love . . . cat>>	I lovecats
I love white cats	<love . . . cat>>	I lovewhitecats
I love dogs and hate cats	<love . . . cat>>	I lovedogsandhate cats
I love dogs, cats, and mice	<love . . . cat>>	I love dogs, cats, and mice

[0078] In order to match negative phrases the user can use the character ~ directly in front of < or << to match the word or "not in the preceding portion of the phrase" this is a shorthand for <not>. It should be remembered that in English the contraction "in't" is changed to "not" so that the user does not have to be concerned about matching the contraction. An example of such matching same is shown in Table 19 below.

TABLE 19

Verbatim response	Regular expression	Result
I love cats	~<love . . . cat>>	I love cats
I don't love white cats	~<love . . . cat>>	I do notlovewhitecats

[0079] In order to handle misspellings of words, single dot character matches any character in that location. This technique may be used as is for example shown in Table 20 below.

TABLE 20

Verbatim response	Regular expression	Result
Cadillacs and Catalinas	<cad.l>>	Cadillacs and Catalinas
Cadallacs and Catalinas	<cad.l>>	Cadallacs and Catalinas

[0080] An example of matching a commonly misspelled word that has characteristics missing is shown in Table 21 below.

TABLE 21

An example of matching a commonly misspelled word that has characters missing.

Verbatim response	Regular expression	Result
Niether this nor that	<n.{1, 2}ther>	Neither this nor that
Nither this nor that	<n.{1, 2}ther>	Nither this nor that
Nether this nor that	<n.{1, 2}ther>	Nether this nor that

[0081] The practice of the invention as related above are sufficient for most uses. There are, however, additional practices that may be incorporated into the invention in which special characteristics, is described in the following Table 22 may be used to build more complex regular expressions.

TABLE 22

Character	Description
\	Marks the next character as either a special character or a literal. For example, "n" matches the character "n". "\n" matches a newline character. The sequence "\\" matches "\" and "\(" matches "(".
^	Matches the beginning of input.
S	Matches the end of input.
*	Matches the preceding character zero or more times. For example, "zo*" matches either "z" or "zoo".
+	Matches the preceding character one or more times. For example, "zo+" matches "zoo" but not "z".
?	Matches the preceding character zero or one time. For example, "a?ve?" matches the "ve" in "never".
.	Matches any single character except a newline character.
(pattern)	Matches pattern and remembers the match. The matched substring can be retrieved from the resulting Matches collection, using Item [0]. . . [n]. To match parentheses characters (), use "\(" or "\)".
x|y	Matches either x or y. For example, "z|food" matches "z" or "food". "(z|f)oo" matches "zoo" or "food".
{n}	n is a nonnegative integer. Matches exactly n times. For example, "o {2}" does not match the "o" in "Bob," but matches the first two o's in "foooood".
{n,}	n is a nonnegative integer. Matches at least n times. For example, "o {2}" does not match the "o" in "Bob" and matches all the o's in "foooood." "o {1,}" is equivalent to "o+". "o {0,}" is equivalent to "o*".
{n,m}	m and n are nonnegative integers. Matches at least n and at most m times. For example, "o {1,3}" matches the first three o's in "fooooood." "o {0,1 }" is equivalent to "o?".
[xyz]	A character set. Matches any one of the enclosed characters. For example, "[abc]" matches the "a" in "plain".
[^xyz]	A negative character set. Matches any character not enclosed. For example, "[^abc]" matches the "p" in "plain".
[a–z]	A range of characters. Matches any character in the specified range. For example, "[a–z]" matches any lowercase alphabetic character in the range "a" through "z".
[^m–z]	A negative range characters. Matches any character not in the specified range. For example, "[m–z]" matches any character not in the range "m" through "z".
\b	Matches a word boundary, that is, the position between a word and a space. For example, "er\b" matches the "er" in "never" but not the "er" in "verb".
\B	Matches a nonword boundary. "ea*r\B" matches the "ear" in "never early".
\d	Matches a digit character. Equivalent to [0–9].
\D	Matches a nondigit character. Equivalent to [0–9].
\f	Matches a form-feed character.
\n	Matches a newline character.
\r	Matches a carriage return character.
\s	Matches any white space including space, tab, form-feed, etc. Equivalent to "\f\n\r\t\v]".
\S	Matches any nonwhite space character. Equivalent to "[\f\n\r\t\v]".
\t	Matches a tab character.
\v	Matches a vertical tab character.
\w	Matches any word character including underscore. Equivalent to "[A–Za–z0–9. . .]".
\W	Matches any nonword character. Equivalent to "[^A–Za–z0–9. . .]"
\num	Matches num, where num is a positive integer. A reference back to remembered matches. For example, "(.)\1" matches two consecutive identical characters.
\n	Matches n, where n is an octal escape value. Octal escape values must be 1, 2, or 3 digits long. For example, "\11" and "\011" both match a tab character. "\0011" is the equivalent of "\001" & "1". Octal escape values must not exceed 256. If they do, only the first two digits comprise the expression. Allows ASCII codes to be used in regular expressions.
\xn	Matches n, where n is a hexadecimal escape value. Hexadecimal escape values must be exactly two digits long. For example, "\x41" matches "A". "\x041" is equivalent to "\x04" & "1". Allows ASCII codes to be used in regular expressions.

[0082] In order to match multiple cases the user can join regular expressions together using a vertical bar. The vertical bar means "match either of these expressions". An example of this practice is shown in Table 23 below. The user should only use the vertical bar to separate the words surrounded by angle brackets unless he is using the advanced features described in the next paragraph.

TABLE 23

Verbatim response	Regular expression	Result
I love cats	<love . . . cat>>|<love . . . dog>>	I lovecats
I love dogs	<love . . . cat>>|<love . . . dog>>	I lovedogs

[0083] 8. Study Results

[0084] Referring to **FIG. 36 a** screen with study results are displayed. Whatever portion of client results section that is accessed is displayed in "real time" this information is pulled directly from the data base and includes all data/information in the data base at the time the report was generated.

[0085] Referring to **FIG. 37 a** screen with a cross tab study analysis report is displayed this is a simple cross tabulated report primarily intended for account executives and clients but also useful to the user when checking tables. A question in placed in rows and a question in the columns. User then presses go and is presented with a cross tab. If the user places an open ended question in the rows he may click on any of the resulting cells and review the view the underlined column of verbatim responses. This arrangement is considered to be a superior method of presenting verbatim responses to static tables and enables a client or account executive to see, in the response in words, why they responded to various closed end questions. To create the report the user clicks on a question that will appear in the rows and one that will appear in the columns then chooses a display option that is desired.

[0086] Referring to **FIG. 38, a** screen with a study analysis report is shown in which cross tabs are created from the collective data. Typically an open ended question is placed in the row and the close ended question in the columns. The user may cross tab closed against closed, open against open, and any combination of the two. When the user places an open ended question in the rows, the resulting cells will contain hyper-links to the underlying verbatim response that make up the cell.

[0087] Referring to **FIG. 39, a** screen is displayed where results are down loaded in any number of formats. If the user choose column binary, the codes may be interpreted as column/punch [e.g. 141=column 14, punch 1]. The user may also chose the actual verbatim in any available data format. For larger files the user may write the results to a file and down load the file.

[0088] Referring to **FIG. 40, a** screen that is showing column binary options is shown. The user may choose to down load data in either ACSII or binary format. Both of these formats contains the same data in a column binary format. One is readable ACSII the other binary that requires additional software well known to those skilled in the art to read. The ACSII format uses ACS II characters to represent punches. It will be noted that when the user wants to display data in a binary format the codes are interpreted as column/punch combinations. The right most characteristic is interpreted as the punch [0-9, x, y] in the numbers that proceed to punch as the column. For instance, the code 151 as column 15, punch 1. When down loading the data using the binary option it will be written in what is referred to as 1130 column binary. This refers to the bit configuration in the resulting two-byte words. To read the file using a utility called MTR used as syntax in the following Table 24.

TABLE 24

mtr -1 -r192 -b192 -i<filename> -o<filename	
Where	r=the record length
	b=blocking factor
	i=input filename
	o=output file name

[0089] Referring to **FIG. 41, a** screen showing study coding results is shown. The report shown in this screen would be primarily intended for coding supervisors and project directors. Some account executives and clients may find it useful as well. For each code in the code frame, amounts and percentages are displayed. The code frame itself is sorted in order of mention and the user may click on the magnifying glass to view the underlying verbatims. Such review would be useful in approving code books and monitoring coding quality. The user may also view this report in the order in which the code frame was developed.

[0090] The code books may also be down loaded at any time and in real time. Referring to **FIG. 42**, it will be seen that there are **3** different formats available which are: [1] A table that the user can cut and paste directly into Microsoft Word, [2] A comma separated variable, a common data interface to Excel, Access, or any number of different software packages, or [3] Quantum AXES if the user chooses Quantum AXES, the system will generate a file that contains the Quantum specifications for creating that table. Such a procedure generally saves from about 1 to 3 hours of tabulation department time.

[0091] Referring to **FIG. 43, a** screen showing a quality report is also provided. The quality ranking is an index that scores the coder on his conformity to an experts results. The actual score is made up of a coder's missing versus the expert and code added versus the expert. Codes missing count off more than codes added. It may be desirable to take corrective action with regard to a particular coder if the ranking slips below the 85^{th} percentile. The quality ranking would ordinarily only be displayed to people with supervisory access or above, and clients would ordinarily would not see the quality ranking.

[0092] Referring to **FIGS. 44 and 45**, the screens are also shown which contain reports of productivity and pay history. Each user's time is tracked from log on. When the user logs off after a job, the screen will show the number of responses that had been coded, skipped and refered to a supervisor. The screen will also show how long the user had logged on to the system. If the user were to get logged off or disconnected from the system, all he would have to do is log on again and it will start timing all over. The screen **45** is provided as a summary for supervisors to see pay for all the employees.

[0093] Referring to **FIG. 46, a** screen is shown which facilitates translating the site. The system is preferably fully

language capable and would be able to support a number of European languages. The user may also translate the site by having editor access and clicking on the translations menu item. The language that the site is translated into must be the language of preference for the users internet browser.

[0094] To minimize any inaccuracies which may result from cultural or regional differences between respondents, a translation of the verbatim text is preferably provided by a native speaker of each language in which the system is operated.

[0095] Alternatively, the system may make use of any of the known processes for automatically translating a phrase in a source language to a target language by; for example, generating a plurality of transduction records and a transduction lattice and merging the transduction records with the transduction lattice as is disclosed in U.S. Pat. No. 6,233,544.

[0096] It will be appreciated that a method has been described which provides a quick, easy, and cost effective method of categorizing and coding verbatim responses to surveys. This method also objectively accomplishes such categorizing and coding and is adapted for use in a plurality of languages.

[0097] In the foregoing description, certain terms have been used for brevity, clearness, and understanding. No unnecessary limitations are to be implied therefrom beyond the requirement of the prior art because such terms are used for descriptive purposes and are intended to be broadly construed.

[0098] Moreover, the description and illustration of the invention is an example and the invention is not limited to the exact details shown or described.

What is claimed is:

1. A method of analyzing a verbatim text comprising the steps of:

(a) storing the verbatim text in an electronic memory device; and

(b) identifying at least one concept in said verbatim text and linking said concept to a code.

2. The method of claim 1 wherein in step (a) the verbatim text is scanned into the memory device.

3. The method of claim 1 wherein in step (a) the verbatim text is directly entered into the electronic memory device by a person being interviewed during an interview.

4. The method of claim 1 wherein in step (a) the verbatim text is entered into the electronic device by a person other than a person being interviewed after an interview.

5. The method of claim 1 wherein in step (b) said at least one concept is highlighted.

6. The method of claim 1 wherein in step (b) a plurality of concepts are highlighted.

7. A method of analyzing a verbatim text comprising the steps of:

(a) storing the verbatim test in an electronic memory device;

(b) identifying at least one concept in said verbatim text and linking said concept to a code; and

(c) verifying matching of the concept to a code.

8. The method of claim 7 wherein step (a) the verbatim text is scanned into the memory device.

9. The method of claim 7 wherein in step (a) the verbatim text is directly entered into the electronic memory device by a person being interviewed during an interview.

10. The method of claim 7 wherein in step (a) the verbatim text is entered into the electronic device by a person other than a person being interviewed after an interview.

11. The method of claim 7 wherein in step (b) said at least one concept is highlighted.

12. The method of claim 7 wherein in step (b) a plurality of concepts are highlighted.

13. The method of claim 7 wherein matching of the concept to a code is accomplished by viewing a hover text.

14. A method of analyzing a verbatim text comprising the steps of:

(a) storing the verbatim text in an electronic memory device;

(b) identifying at least one concept in said verbatim text and linking said concept to a code;

(c) verifying matching of the concept to a code; and

(d) confirming correct coding by checking the verbatim text.

15. The method of claim 14 wherein in step (a) the verbatim text is scanned into the memory device.

16. The method of claim 14 wherein in step (a) the verbatim text is directly entered into the electronic memory device by a person being interviewed during an interview.

17. The method of claim 14 wherein in step (a) the verbatim text is entered into the electronic device by a person other than a person being interviewed after an interview.

18. The method of claim 14 wherein in step (be) said at least on concept is highlighted.

19. The method of claim 14 wherein in step (b) a plurality of concepts are highlighted.

20. The method of claim 7 wherein matching of the concept to a code is accomplished by viewing a hover text.

21. A method for using a computer network for the purpose of allowing a client to analyze a text, comprising the steps of:

(a) enabling a client to request a site on said computer network and to designate at least one preferred language;

(b) providing a network server and having said network server locate the requested site and pass along the requested language to an in-memory software object that maintains a set of translation strings;

(c) causing the in-memory software object to submit a database query for a list of strings of translations specific to a combination of the client and for the acceptable language;

(d) providing a database server and causing said database server to return at least one of said strings of translations specific to said combination of client and language; and

(e) causing the in-memory software object to locate one of said strings of translations.

22. The method of claim 21 wherein the text is a verbatim text.

23. The method of claim 22 wherein the verbatim text is a survey result.

24. The method of claim 21 wherein the computer network is the world wide web.

25. The method of claim 21 wherein the site is a web page.

26. The method of claim 1 wherein step (a) the client designates a plurality of preferred languages.

27. The method of claim 21 wherein step (b) the network server is a web server.

28. The method of claim 21 wherein in step (b) the network server checks for an established session for the client.

29. The method of claim 21 wherein in step (b) there is no session since the client has made a first request.

30. The method of claim 21 wherein in step (b) the network server asks for credentials from the client.

31. The method of claim 30 wherein the credentials are a username and a password.

32. The method of claim 21 wherein in step (b) the network server creates a session for the client.

33. The method of claim 21 wherein in step (b) the network server passes the credentials to the in-memory software object.

34. The method of claim 21 wherein in step (b) the network server passes the language to the in-memory software object.

35. The method of claim 21 wherein in step (c) the in-memory software object submits a database survey for the language.

36. The method of claim 26 wherein there is a first acceptable language and in step (c) the in-memory software objects submits a database survey for the first language and, if unsuccessful, then submits a database survey for the second language.

37. The method of claim 21 wherein in step (d) each string is identified by a numeric code.

38. The method of claim 37 wherein in step (d) the in-memory software object locates one of the strings by one of the numeric codes.

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